Consumers' Guide

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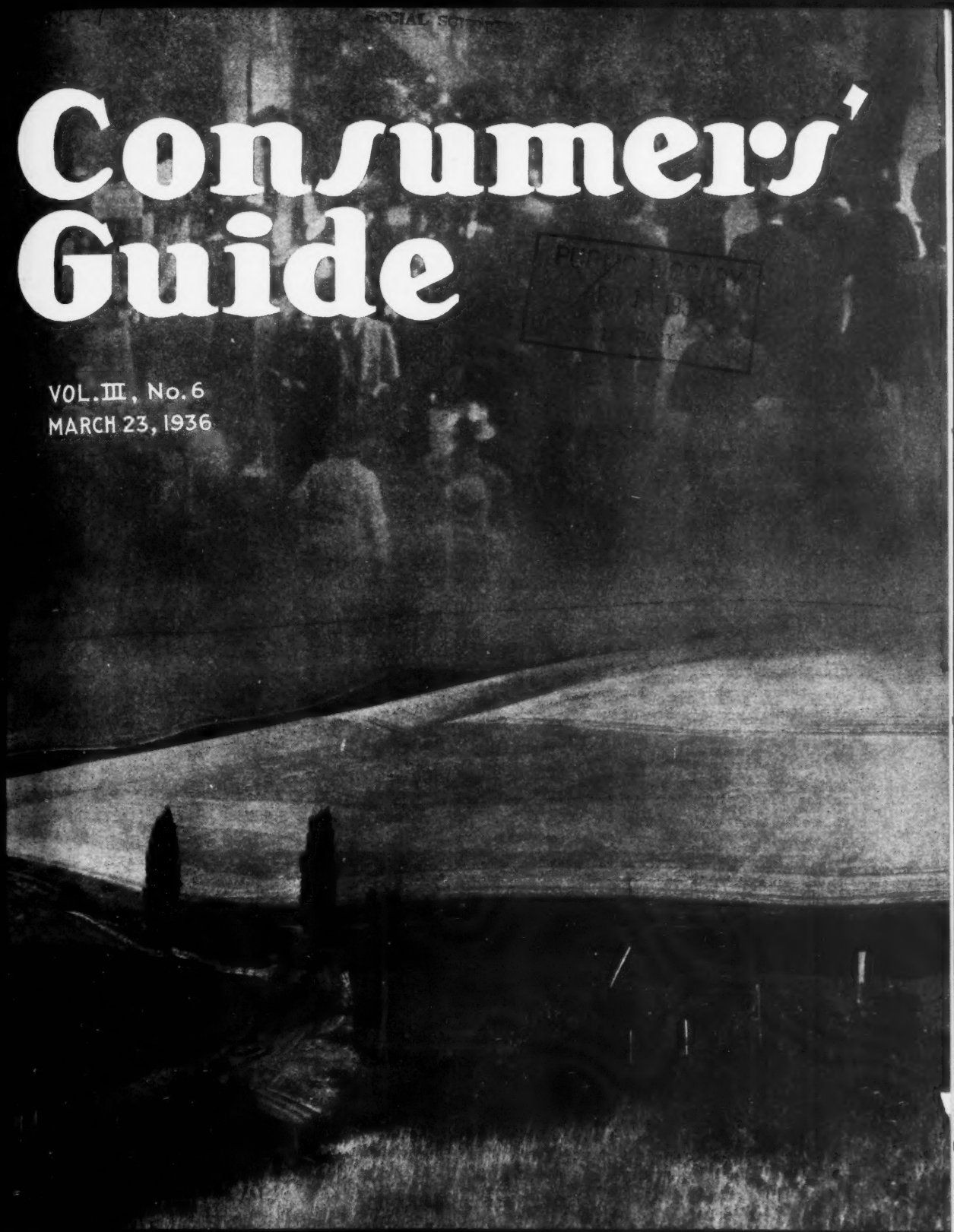


Farmers Turn to Conservation

Consumers' Queries and Comments

"The history of every nation is eventually written in the way in which it cares for its soil."

Franklin D. Roosevelt

A VALUABLE by-product of the depression has been the increased popular interest in getting at the facts behind consumer problems of price, supply, and quality of goods, of income and its distribution, of costs and ways of reducing costs. In the past two years, schools and colleges have been organizing an increasing number of classes to study these problems. Important national women's organizations have encouraged the development of study classes for their members in this field. Local consumer clubs and groups have made this study part of their agenda.

WE give here some references to outlines and material for study courses in consumer problems, prepared by noncommercial organizations, schools, and research students, which have reached us. This list is not complete, nor does inclusion of any item imply endorsement by the CONSUMERS' GUIDE.

SCIENTIFIC CONSUMER PURCHASING.—A study guide on buying problems and recent developments in production and distribution which affect the consumer's interest. Published by the American Association of University Women, Washington, D. C. Price, 60¢.

SELECTION.—An analysis of consumers' facilities for judging merchandise. Published by the American Association of University Women, Washington, D. C. Price, 50¢.

HOUSEHOLD PURCHASING.—Suggestions for club programs, prepared in cooperation with the Bureau of Home Economics, by the American Home Economics Association, Washington, D. C. Price, 25¢.

OUTLINE for the Comparison of Canned Food Quality with its Price, Brand, and Label Description. Published by the American Home Economics Association, Washington, D. C. Price, 5¢.

HANDBOOK FOR INDUSTRIAL FORUMS.—Includes material on Wise Spending; Shopper's Credit; Consumer's Credit. Published by the General Federation of Women's Clubs, Washington, D. C.

GOVERNMENT AND THE CONSUMER.—Published by the National League of Women Voters, Washington, D. C. Price, 25¢.

RESEARCH IN THE CONSUMER'S INTEREST.—Published by the National League of Women Voters. Washington, D. C. Price, 10¢.

OUR WANTS AND HOW THEY ARE SATISFIED.—Published by the National League of Women Voters. Washington, D. C. Price, 25¢.

SURVEY OF 28 COURSES IN CONSUMPTION.—By Henry Harap, Associate Professor of Education, Western Reserve University, Cleveland, Ohio. Price, 10¢.

DEVELOPING INTELLIGENT CONSUMERS.—Projects in Consumer Economics. Prepared by Reign S. Hadsell, Principal, Hiram, Ohio, High School. Price, 15¢.

CONSUMER EDUCATION.—Published by the Michigan Home Economics Association in cooperation with Ruth Freegard, State Supervisor of Home Economics Education, Department of Public Instruction, Lansing, Michigan.

CONSUMER PURCHASING.—Suggestions for Club Programs. Prepared by Evelyn H. Roberts, College of Home Economics, State College of Washington, Pullman, Washington. Price, 10¢.

MARKETING SYSTEM AND THE CONSUMER.—Radio talks by Hazel Kyrk, Department of Home Economics, University of Chicago, Chicago, Illinois.

SELECTED LIST OF READING REFERENCES AND GUIDES FOR HOUSEHOLD BUYERS.—Prepared for the Conference on Education of the Consumer, University of Chicago, by the Department of Home Economics.

A PRIMER FOR CONSUMERS.—By Benson Y. Landis, published by the Association Press (Young Men's Christian Association), New York. Includes references to consumer education pamphlets. Price, 10¢.

Conservation

A new farm program – giving farmers of the country new inducements to conserve our soil wealth – has been launched . . What does it hold for consumers ?

THREE years ago, when it took two truckloads of farm products to buy what one truckload bought in pre-war years, and farmers were hard pressed to keep ahead of the sheriff, Congress said to them, in effect, through the Agricultural Adjustment Act:

IF YOU will cooperate, the National Government will help you out of your depression by organizing with you a program to control the production of certain farm commodities which have been selling at prices ruinous to you. By controlling this production nationally—and this will mean restricting your output of these commodities until excess supplies are used up—you can lift up farm prices and receive, in addition, benefit payments for cooperating.

MORE than 3 million farmers decided to take a chance. At the beginning of 1936, when they came to chalk up results, they found that farm prices now had a purchasing power nine-tenths as large as in pre-war years, instead of only half. They found their gross income in 1935 was close to 3 billion dollars greater than in 1932. They found returns for their labor, capital, and management were larger than for any year since 1929. They found, too, that they were getting a larger share of the national income than they had received at the pit of the depression. These gains to the farmer were not a lump-sum charge against the rest of the Nation. They both reflected and promoted greater income among all classes.

ON January 6, 1936, the Supreme Court said, in effect, to farmers: The National Government has no power to control the production of agricultural commodities, because it is not so written in the Constitution. Your production-control program, as it has been operating, must cease. Processing taxes, out of which you have been receiving benefit payments, must cease, too, because they have been instruments used to promote the production-control program.

For a century we have slashed down our forests, plowed up new acres, overgrazed our grass-covered land, exploited and mined away our soil wealth. While land was superabundant, it troubled us little that we were using up not only the interest but also the capital of our greatest national resource. Only within the past 50 years have we given any thought to its conservation for coming generations.

The National Government can, however, give you money provided it is for a purpose which promotes the general welfare.

ON March 1, 1936, Congress said to the farmers, through the new Soil Conservation and Domestic Allotment Act: To promote the general welfare of the people of this country, we ask your cooperation in the conservation of our soil. Agricultural adjustment, which we recognized as an emergency measure, has made it possible for you to embark on a long-time program, the fundamentals of which have long been considered by the Department of Agriculture and were announced by the President last year.

AS a Nation we do not own the farms, but we need your produce. We must depend on you to use your lands so that not only this year but next year and for many years to come we shall have sufficient to eat and to wear.

IF you are to continue to feed and clothe our people, Congress continued, a stop must be put to losses of soil from your farms.

Experts say that at least 400 million dollars worth of soil is being washed away each year. Already 50 million acres have been ruined for further cultivation. Another 100 million acres are badly eroded and 100 million more are threatened.

WE are losing this valuable soil because you farmers, forced to compete with each other, uncertain of your hold on your property, and struggling to make enough money, have been unable to or were uninterested in caring for your land as you should.

YOU have been raising too much of the kind of crops which exhaust the soil and too little of the kind that rebuilds soil fertility. You have not always repaired your land or planted your crops so as to prevent rivulets of rain water from washing away good soil or from causing deep gashes in the earth.

You have not been saving or rebuilding enough wood lots to serve as windbreaks against dust storms and to keep good soil rooted down. You have been overgrazing your animals on grasslands and many acres are now being eroded.

IF YOU, individually and not in cooperation with each other, were to try to improve your farming practices, you might find your efforts too costly or ineffective. The job is one for all farmers. The National Government, therefore, will make it easier for you to conserve your soil. We will allow money from the public treasury to be paid among you according to evidence you show that you are using your land wisely, and for administration, out of a fund of 500 million dollars.

PLANTING time is planning time again, this year as it was 3 years ago. This new program, passed by Congress—a program which has new objectives, and new methods—is being pondered on today in millions of farm homes.

EQUALLY important is its significance to consumers. The new Act marks the beginning of a national effort to save, instead of waste, our most essential resource. Whatever shortcomings this program may prove to have as operation gets under way, it will at least have served to emphasize anew that ownership of land must be in trust to the nation and that those who use the land must be economically enabled to keep that trust.

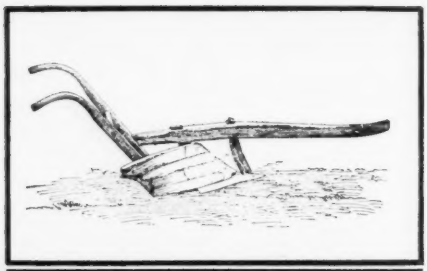
ONLY 75 years ago, as a Nation, we owned three-quarters of the whole area of continental United States. Today we own one-quarter, but these are lands held as forests, parks, reservations, or used for reclamation, national defense, or other purposes. Relatively only a thimble full of this nationally owned soil might be used for agricultural purposes.

IN those 75 years, we gave away one billion acres to individuals, to corporations, and to States, with lavishness and impatience. To those who promised to fell the forests and till the soil we said: Take them; they are yours to use or dispose of as you wish. The Nation needed settlement and revenue and it gave away lands to increase both. It handed over the rights and privileges of private ownership and retained only the right to tax, the power of eminent domain, and the police power.

IT is to these private owners we must look now for the conservation of our soil which has been both used to our gain and abused to our loss. Three-quarters of a century ago our farm lands were producing food and clothing for only 31 million consumers. Today they are feeding and clothing 127 million consumers, but every year now more than 3 billion tons of soil are washing and blowing away from the fields from which we must continue to obtain these necessities. This is enough soil to fill a train of freight cars long enough to go around the earth 19 times at the equator. Such losses, if ignored, cause irreparable damage over the years.

SOIL can be used and yet conserved, provided the right farming practices are followed. Why these practices have not been observed in the past is due to many economic

Three decades ago, when the last remaining forest lands of the public domain were withdrawn from settlement and established as national forest land, we began our short history of national conservation. A new chapter opened in 1935 with the passage of the Soil Conservation Act which has now been amended to provide special encouragement in conservation to farmers everywhere.



An early colonial plow.

1 to 2 acres a day can be tilled with this type walking plow.

6 acres per day can be plowed with a two-bottom riding plow.

17 acres per day can be tilled with a tractor-drawn gang plow.

Scarcity of labor—not land—was our major farm problem a century ago. The coming of machines speeded up the use of millions of new acres, and encouraged more intensive use of old lands. Today's problem is how to use that power wisely so that soil is not wastefully overworked but husbanded for generations to come.

causes. Some of our land was obtained and has since been bought by people who wished to speculate in its values, not to keep it as a source of income to be passed down to their children and grandchildren. Speculators in land have little interest in its long-time conservation. Impatience to expand their acres, increase their production, utilize labor-saving machines, have cost many farmers their whole property. From owners, they have become tenants, and tenants who are unsure of their tenure have little interest in conservation. Over half of our farmers operate some leased land, and 42 percent lease from others all the land they operate.

OTHER reasons lie behind soil wastage in the past—the roving spirit; the relatively greater comfort of city, as against country, living; "keeping up with the Joneses", and so on.

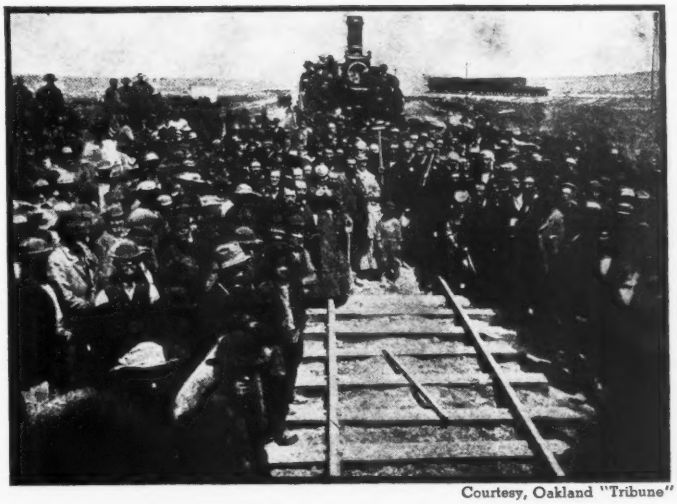
SOME farmers fortunately placed have always practiced good farming methods which have conserved the soil and maintained its fertility. Many more know what good farm practices are, but have been stopped from becoming practitioners of soil conservation by increased costs or decreased immediate returns. Farmers, who try to be conservationists and find their neighbors are not, are apt to lose out.

THIS has been so since the beginning of farming in this country. It has been even more true since the World War. In the 20's and through

80 acres per day can be covered with a vertical disk plow.

depression years until 1933, falling prices and high costs forced farmers to exploit their soil as hard as they could so as to make enough to pay their debts. Loss of foreign markets, which had been such price boosters during the War and for a few years after, forced down prices in the late 20's. Unemployment and wage cuts in cities at home made farm prices take a further nose dive in depression years.

AGRICULTURAL adjustment during the past 3 years put a stop to this overworking of the soil, by making it more profitable to produce less. During those years, when farmers were limiting their production to commodities which were needed at home, instead of producing also for foreign markets which no longer wanted their produce, farmers had a better chance than they had had ever before to put into practice some of the conservation rules they knew about.

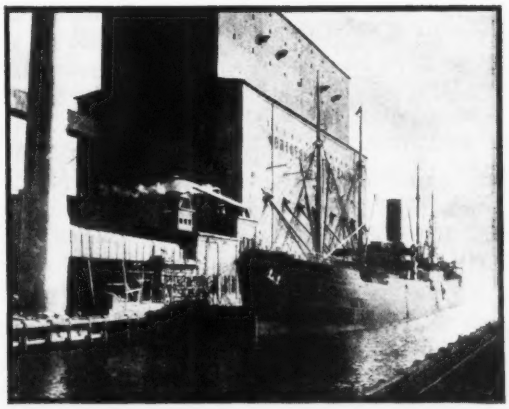


Courtesy, Oakland "Tribune"

When covered wagons gave way to railroads, more efficient transportation gave new inducement to extend farm lands and increase production. Here, at Promontory Summit, Utah, in 1869, a golden spike was driven in, to mark the first joining of East and West by rail.

MAJOR objective of agricultural adjustment was to lift farm prices to "parity." A byproduct of that objective was a beginning at soil conservation. Through the AAA, farmers in 1934 and 1935 were encouraged to shift the 30 to 35 million acres, which previously had been used to grow crops bringing only poverty prices, into grasses and legumes which are good for the soil. Farmers had their first practical lesson from this experience in the wisdom of cooperating together in their production and conservation plans.

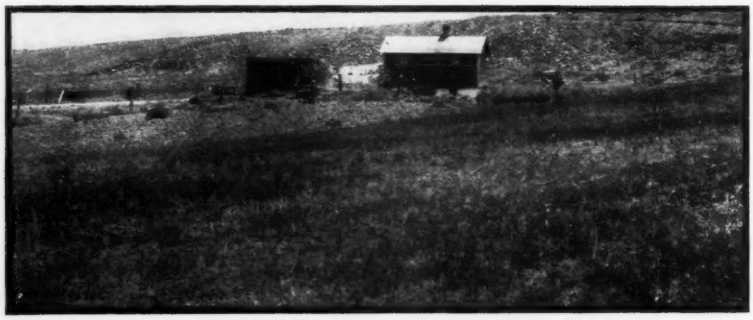
CONSERVING those gains in income, won under production-control programs which are no longer possible, and conserving and extending those good farm practices started cooperatively under those programs, are the two major objectives of farmers under the Soil Conservation and Domestic Allotment Act.



Fifty million new acres—many of which could only be operated profitably under the high prices of the World War period—were plowed up to produce foods to be sold abroad. Demand from abroad for this produce is gone now, and many farmers are left with fertility-exhausted soil.

ROUTES to those objectives are various. Chief among them is reducing the number of acres planted to soil-depleting crops and increasing the number of acres planted to soil-conserving crops. But soil is lost to good use not only when the minerals in it are taken out by crops which humans eat and not replaced by fertilizer, but when the soil is allowed to wash or blow away. So other routes to soil conservation depend on better methods of planting, building ponds and dams, extending wood lots, and so on. These improved farm practices, too, must take their place in such a program.

BETTER income for farmers, once the



A homestead in a western State after one year's operation.

Much of our land was settled on the theory that the man who worked the soil should be free to use—and even abuse—the land as he wished. Low prices drove many farmers into overworking their soil. When escape to more fertile free lands was closed, the farmer who wished to conserve and rebuild his soil found himself handicapped by increased costs or decreased immediate income.

State programs are in operation, is to be measured in terms not of parity in price but parity in income.

PUTTING the new program into practice for this year means quick action, for planting time is here. Already regional conferences have been held to give farmers, farm organization officals, and agricultural experts, an opportunity to recommend to AAA how the program should be run. Local and national officials are busy at work, setting up standards for land use which will fit the soil-conservation needs of each farming region. Later in the year, farmers who can show that they have met these standards will receive payments. In 1936 and 1937 these payments will be made by AAA directly to individual farmers who comply with the conditions laid down in the matter of the conservation of the soil of their farms, unless the State-aid plan provided in the Act becomes operative before 1938. From 1938 onward, money from the National Government will be paid to States which will then be responsible for its distribution to individual farmers. Only those States which want to participate and which submit plans satisfactory to the Secretary of Agriculture will receive Federal funds.

THESE are significant changes in the direction of the new farm program. Economists in the Department of Agriculture figure that the 1935 per capita farm income—including benefit payments—had a purchasing power equal to 83 percent of the pre-war farm income. Nonfarm income had a purchasing power of about 93 percent of pre-war. Farmers, last year, were about 10 percent below income parity with other people in the country. Without benefit payments they were nearly 20 percent below.

FARMERS' new program goes still further to take consumers' interest into account. The new Act gives consumers a definite assurance that, so far as the Act is concerned, there will be no reduction of supplies below consumers' normal needs.

YARDSTICK for "normal" is taken as the 10 years, 1920 to 1929. These years cover a brief period of depression, a longer period of "prosperity", which touched higher levels of production and consumption than we had ever known before. They do not include years of drought, such as the past 2, when despite the best intentions many farmers could not produce normal quantities of some foods.

CONSUMERS have been eating an average of about 1,450 pounds of food a year per person. During the years 1920-24, the average was somewhat less, 1,422 pounds. In the next 5 years, it increased to 1,474 pounds. During the depression years, 1930-33, the average dropped to 1,454 pounds. The per capita average of the 1920's to be used as a measure of normal consumption is 1,450 pounds.

BACK in the 20's, farmers were playing a losing game in providing consumers with these 1,450 pounds, but the reason was not that consumers could not pay a fair price for this quantity of food but that they could not pay a fair price for all the food which farmers produced.

DURING those years, farmers produced not only for domestic consumption but for a foreign market which had largely disappeared. What they could not sell abroad stayed at home and depressed all farm prices.

UNDER the AAA, farmers cut down on their production of the extra pounds for foreign consumers and by doing so were able to raise the price of food sold at home. Under the Soil Conservation Act they can continue to measure their production to fit consumers' needs at home, but the law provides that no powers under the Act shall be used to encourage farmers to produce less than average requirements.

TOTAL food quantities consumed in the years 1920-29 would not be enough for our present population, but the Act takes account of the increase in the number of consumers. In 1920 there were about 106 million consumers in the United States. By 1935 the number had stepped up to almost 127 million.

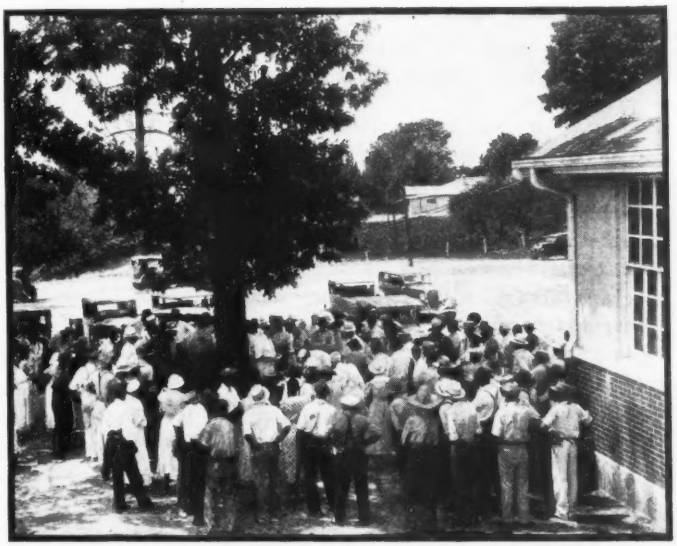
NORMAL consumption at which the Act is aimed is the per capita amount. To get a total figure for normal consumption the per capita amount would have to be multiplied by the number of consumers there are now in the country.

FOOD HABITS, in some cases, have changed since the 20's. Consumers obviously do not want farmers to continue to produce the same amount of a particular food which has either lost or gained greatly in consumer favor since those years. These days we are apparently eating less cereal products and potatoes than in the yardstick years—about 16 pounds per person less. On the other hand, our consumption of fresh vegetables has increased some 16 pounds per person. Milk and cream consumption has stepped up 14 pounds. We eat more eggs, too.

MANY changes in eating habits have come about because consumers know better how to plan a balanced diet. Some have resulted from better transportation making it possible to load our city markets with fresh fruits and vegetables all year round. Some are due to better refrigeration, which has improved the quality of perishable foods sold and so increased their consumer appeal.

STILL other changes are due to the luck of low prices. During the last half of the 20's we ate, on the average, 10 pounds per person more pork and lard than we ate before the war, and the reason was largely because pork had become so cheap. Consumers' gain, however, was at a serious cost to hog producers. Wartime foreign demand for pork products had encouraged farmers to boost their hog production. The habit stuck, long after the export market was gone. All that pork was thrown on the domestic market to be sold at what it would bring, and farmers took the loss.

WHEN farmers measure the normal supplies which consumers expect from them under the new farm program, they will take into account all such changes in population, eating habits, and export business.



Individual farmers found themselves up against it—before AAA—in trying to cope with loss of markets, low prices, high costs, and decreasing soil fertility. Cooperatively, and with the aid of the AAA, they made long strides toward higher prices. Under the new Soil Conservation and Domestic Allotment Act they can continue to work together to build up both their income and the fertility of their soil.

NORMAL consumption, as measured by the 20's or any other year past or present, is a workable yardstick for farmers now, but neither farmers nor consumers look to that as the ideal permanent goal. Recognition that present consumption levels might be raised has been made in Section 32 of the Agricultural Adjustment

Act, passed in 1935 and still in effect, which provides that certain tariff revenue may be used to expand domestic consumption of farm products.

MILLIONS of consumers, even in our flushest years, have not had enough to eat or enough of the kind of food that builds strongest bodies. According to one estimate, a third of all nonfarm families in the United States in 1929 had less income than required in order to buy the kind of diet that would give them a satisfactory margin of safety, without stinting on other necessities.

ANY ideal standard would provide foodstuffs enough to give every one an adequate diet. Ideally, farmers should produce all the varieties and quantities of food necessary to supply that amount. There is probably not a farmer in the country who would not welcome the chance to step up his output to that standard, provided he were assured, in return, an adequate income.

TWO MAJOR stumbling blocks lie in the way of putting such an ideal standard into practice. One is that consumers do not now—nor did they even in 1929—receive an income large enough to buy the foods required for an adequate diet for everyone. The second is that by requiring farmers to produce such quantities at prices which consumers could now afford to pay, we would be forcing farmers to continue to overwork their soil and to neglect good farming practices as they have been forced through economic pressure to do in the past.

TO consumers there is a large difference between these two parities. The first means getting the price of a truckload up to the point where it will buy as many shoes, shirts, cars, blankets, and pay as many debts, taxes, wages, and so on, as it did in pre-war years. The second means getting a farmer's purchasing power up to the point where it was in pre-war years in relation to the purchasing power of people not on farms.

LIFTING farm prices to parity in some cases would require cutting down severely on the amount produced. Cutting down too far on the amount of food consumers can buy means boosting the price so high that some consumers have to go without or all consumers have to cut down on what they buy.

SERIOUS questions for farmers as well as for consumers, loom up when quantities of food are reduced below normal needs. Obviously, if a farmer can sell two truckloads of farm produce and clear $100 apiece, rather than one and clear $150, he is going to be better off. He is going to have a bigger income to spend on the shoes and suits his family needs.

MORE dollars coming in are cause for rejoicing, but we can't eat dollar bills; they can't keep us warm; they can't amuse or educate us. What we are after is the food and clothes and movies and books they will buy. Being able to buy more counts for more than getting a bigger pay envelope.

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Seventy-five years ago the public, in the name of the Federal Government, owned a billion and a half acres. Two-thirds of these publicly owned lands have been given away to individuals, corporations, and States. It is to the private owners of the Nation's agricultural lands we must look now for conservation of our soil.

Food for Young Consumers

New developments in the science of building healthy children play their part in trends of agricultural production.

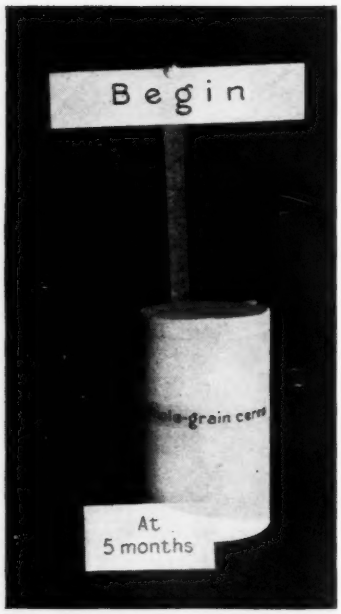
MILKMEN used to have a monopoly on the baby's business for a year and more. Now the green grocer finds good prospects among the very youngest consumers. When only a few weeks old, children start giving him their trade in the matter of orange juice and tomato juice. Some weeks later he begins to write spinach and carrots and peas on the market orders of his smallest and steadiest customers.

MULTIPLY these extra years of fuller diet by the number—in millions—of youngsters profiting from the new variety in little children's menus. Add the effect of this early cultivation of tastes on their food habits of later years. Add the nutritional improvements shared by the rest of the family. The result is written in carloads on the records of shipments from newly stimulated producing areas.

RECORDS show that if all the food we ate during each year of the 1920's had been divided equally among the population, each person's quota of fruits and vegetables would have gone up 10 percent from the first half to the last half of the decade 1920–30. Citrus fruit took one of the most spectacular leaps in this class. Spinach more than doubled its popularity between 1921 and 1929, while carlot shipments of carrots in 1930 numbered almost seven times as many as those of 1921. The city market's fresh-vegetable season spread right around the year, while truck gardens covered more and more acres in California, Florida, Texas, Mississippi, Tennessee, North Carolina, Virginia, and the other States that turned their agricultural resources into newly profitable channels to meet the demand.

DAIRY FARMERS did not lose the business truck farmers gained. Consumers learned to eat 10 percent more dairy products in the last 5 years of the 'twenties than they ate in the first half, and 4 percent more eggs. During the depression some of these foods lost part of their gains but many kept on going up in consumer favor, and the upward trend is clear.

NO COINCIDENCE accounts for the fact that these foods on which the consumption curve is rising are the "protective foods" recommended for bigger places on the dietary by the Bureau of Home Economics in the Department of Agriculture, the Children's Bureau of the Department of Labor, and other agencies working to publicize the facts of nutrition on which to build better child health in this country.

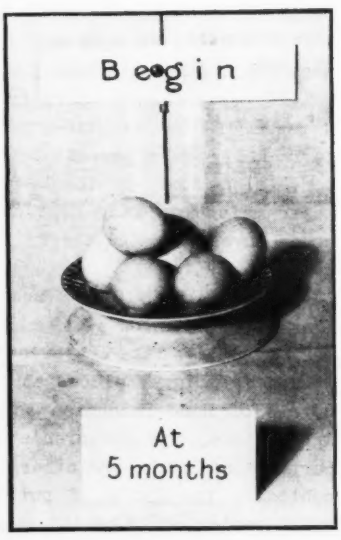


KNOWLEDGE of nutrition has increased, with a burst of speed, out of research and experiment within very recent years. Studies of children in clinics and schools have borne out the new feeding practices in actual records of gain in growth, development, spirit, and behavior.

CHIEF practical result of the new knowledge of specific nutritive elements has been a new emphasis on introducing a variety of foods to children at the earliest possible age, in order to include both the values now known and those to be discovered.

KNOWN nutritional essentials fall into three categories: Body-building materials, body regulators, and materials to provide energy for the body's activities.

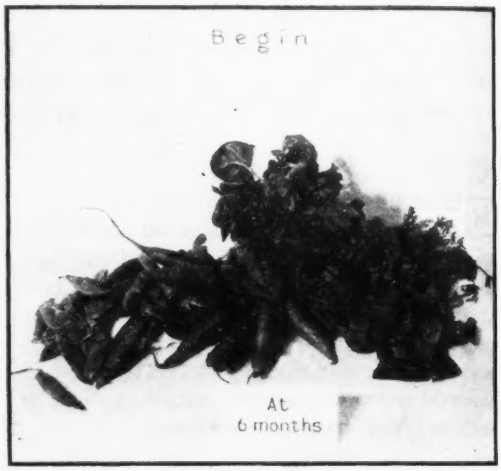
PROTEINS are Number One building materials, along with minerals and water. Different grades of proteins come with different foods. Highest grade are the proteins in milk, cheese, eggs, and meat. To do an efficient job of rapid growing, children need a daily share of these efficient protein foods.



MANY MINERALS are part of body fluids and tissues, but three are very likely to be inadequately provided unless the diet is carefully planned. Calcium and phosphorus for good teeth and bones, and iron for red blood cells, call for special thought to include foods that provide enough of them.

REGULATORS, materials that help in the body's routine functions, include minerals and water, and also vitamins.

VITAMINS, youngest members of the food-value family, have presented answers to old nutrition riddles and have set up new ones.



Though much is still being learned about their number, identity, and composition, vitamins have proved so far to be—more than actual food materials in themselves—stimulators to help the body make use of other food materials. For instance, certain vitamins are necessary to help calcium and phosphorous build good bones and sound teeth. To get all the vitamins a child's body needs for a wide safety margin against all deficiency diseases, he should have a variety of foods known to be rich in vitamins. The list reads: Whole milk, butter, eggs, meat, whole-grain cereals, and plenty of fresh fruits and vegetables, including green leaves, tomatoes, and citrus fruits, along with cod-liver oil for extra protection in the sun-short wintertime. The more natural the food—the less processed—

the more likely is a high supply of vitamins. Nutrition experts underline the warning against overcooking of fruits and vegetables, and recommend some raw every day.

ENERGY FOODS, needed by children in proportion to size and activity, are important, but most easily provided of all food values in the diet. Fats, sugars, and starches are the most concentrated sources of energy. A steady gain in weight tells the story of the sufficient quota.

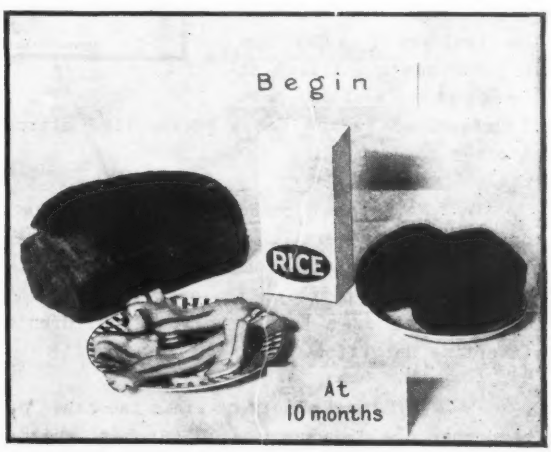
MANY FOODS do more than one job in the business of building healthy children. That is why certain ones get a place as indispensable on every diet list.

MILK rates a star on almost every count—calcium and phosphorous, efficent proteins, and vitamins, especially one in the butterfat of whole milk. A quart a day for every child is the goal, and a pint is the bare minimum ration. This can include not only drinking milk but also all milk that goes into the child's food supply by the cooking route.

EGGS, next to milk, are tops in natural foods, with protein, iron, and vitamins as their main contributions. The baby of a few months gets egg yolk, and when he is a year old he is having a whole egg or some meat every day.

CEREALS, bread, and potatoes are energy standbys on account of the starch they contain. But they don't all supply the same food values. Potatoes are especially valuable because they offer not only calories but also minerals and vitamins as well—that is, if the food value is retained by proper cooking; baking or boiling in their jackets. Little children, from about 10 months on, need potatoes at one meal a day at least, or an extra serving of vegetables or fruit. Cooked cereal makes its appearance as the first solid food at as early as 3 months. All kinds of cereals provide starch for energy, but after the first few months the selection of the cereal to cook for the child calls for care to make sure it has the whole grain with the germ which carries the valuable "appetite vitamin." Both white and whole-grain bread also supply starch, while whole-grain bread provides at low cost, minerals, vitamins, and proteins besides. Nutrition experts in the Bureau of Home Economics do not make hard and fast rules about relative quantities of different types of starchy foods, since the proportion depends on the general proportions in the rest of the diet. They say that though some kind of bread is advisable at each meal for the child, the type of bread can be left to his preference if he is getting plenty of whole milk, a variety of fresh fruits and vegetables, and some form of whole-grain cereal every day.

VEGETABLES and fruits offer minerals, vitamins, color, and flavor. The vegetable rule is two servings a day besides potatoes. "Leafy" greens like spinach and turnip-tops take a preferred position on the child's menu because of their high vitamin and iron rating in the raw or quickly cooked state. Tomatoes keep their vita-



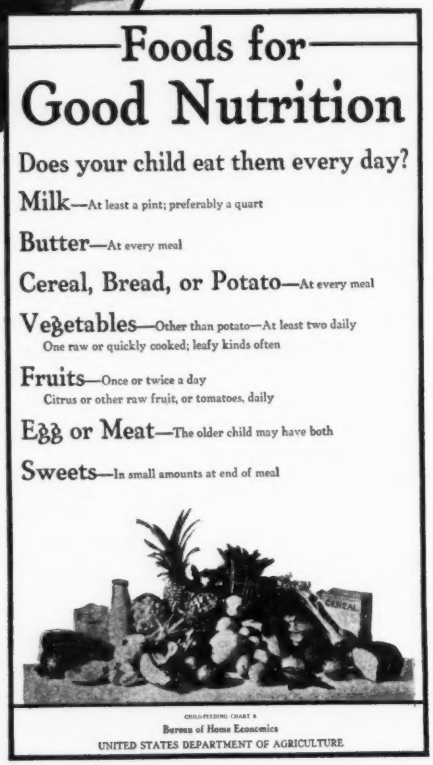
mins in cooking so the can of tomatoes is the mother's friend, especially when the budget can't carry enough citrus fruit. For fruit, like vegetables, the rule is two a day, at least one raw if possible. They are a special help in the problem of giving happy but healthful desserts.

SWEETS, concentrated fuel value, can be used two ways. One is to let them spoil appetites for other foods, between or before meals. The other and the right way is to use them in judicious quantities at the end of the meal as a sort of unheralded reward for a workmanlike attack on other foods.

FATS, most concentrated of all fuel foods, call for moderation. Butter and cod-liver oil make extra contributions of vitamins, so butter takes first place on the everyday menu and cod-liver oil is a "must" in young children's wintertime nutrition.

WATER and plenty of it is the habit of the proper child, according to our best nutritional advice. Regular between-meal hours for offering water is the best way to achieve the habit. But at meals foods with too high liquid percentages may crowd out solid food, so thin soups with little food value are not suitable for little children. Even milk, valuable as it is, should not come first in the meal.

TECHNIQUE in planning and serving meals to children can make tremendous differences in the nourishment a child gets. In this important part of a mother's job it pays to learn the tricks of the trade that make it easier and more effective.


Foods for
Good Nutrition
Does your child eat them every day?
Milk—At least a pint; preferably a quart
Butter—At every meal
Cereal, Bread, or Potato—At every meal
Vegetables—Other than potato—At least two daily
One raw or quickly cooked; leafy kinds often
Fruits—Once or twice a day
Citrus or other raw fruit, or tomatoes, daily
Egg or Meat—The older child may have both
Sweets—In small amounts at end of meal
CEREAL
CHILD-FEEDING CHART 8
Bureau of Home Economics
UNITED STATES DEPARTMENT OF AGRICULTURE

HELPS in learning these effective techniques are offered in Government publications. The bulletin "Food for Children", published by the Bureau of Home Economics, provide not only the information about nutrition on which this article draws, but gives pointers to parents on feeding problems, with sample menus and recipes showing how to make the same meals cover the needs of every member of the family down to the very youngest. A leaflet called "Good Food Habits for Children" points the psychological paths to parents who are teaching their children to like all wholesome foods. Send 5 cents to the Superintendent of Documents in Washington for either of them. The Children's Bureau, Department of Labor, Washington, sends free on request of parents their two bulletins "Infant Care" and "The Child from One to Six", which give directions for feeding and practical advice on the psychology of achieving lively appetites and happy mealtimes. Feeding cards for each age period, to hang in the kitchen as a reminder to the marketer and caterer, have been made up from these two books and, though the free supply is temporarily out of stock, the set can be bought for 10 cents from the Superintendent of Documents, Washington.

A family of 3* will have an Adequate Diet at minimum cost

if they get these foods in these amounts each week.

Bread, Cereals, Baked goods } 12½ lbs.

Milk 14 qts. or corresponding quantities of canned or dried milk or cheese.

Potatoes Sweet " } 9 lbs.

Tomatoes (fresh or canned) or citrus fruits } 3 lbs.

Leafy, green and yellow vegetables. } 5 lbs.

Dried beans, peas, nuts, and peanut butter. } 1¾ lbs.

Dried fruits - 1½ lbs.
Other fruits and vegetables - } 6 lbs.

Lean meat, Fish Poultry. } 4 lbs.

Eggs - 10

Fats - 3 lbs.
Sugars 3 lbs.

Fourth of a new series of adequate diets at minimum cost for families of varying sizes and ages, based on studies of the Bureau of Home Economics, Department of Agriculture.

*Two moderately active adults and a boy of 14.

Planting seedlings on fire-swept slopes of land now a part of our national forests in order to provide, among other things, a protection against soil erosion, is one of the valuable conservation services performed by the Forest Service of the Department of Agriculture. A crew is at work here on the St. Joe National Forest, Idaho.

CONSUMER-FARMER BRIEFS *from* WASHINGTON

LIFE INSURANCE is the latest offering of the insurance cooperatives affiliated with the Ohio Farm Bureau Federation. March 1 was the day Ohio cooperators could start buying cooperative life insurance, and other States will soon get theirs. Besides that, the insurance coopertives boast as results of their 1935 expansion program: Over 49 thousand more automobiles insured by affiliated cooperatives in 8 States through the Farm Bureau Mutual Auto Insurance Cooperative; members of cooperatives added more than 15 million dollars to their fire protection during the year, doubling the coverage of the Farm Bureau Mutual Fire Insurance Cooperative; and cooperative auto insurance which only farm cooperatives once had a chance to get was extended to consumers' cooperatives in cities in the 8 States in which the Farm Bureau Cooperatives are operating: Ohio, Pennsylvania, North Carolina, Maryland, West Virginia, Virginia, Delaware, and Vermont.

RELIEF families who otherwise could not have had the milk and cheese and butter received 23 million dollars' worth of dairy products between August 1933 and February 1936. The Agricultural Adjustment Administration, by authority of Congress, bought the food in places where the supply was threatening to push down farmers' prices, and turned it over to relief agencies for distribution. In the two and a half years in which the program has been going, this two-way relief has included nearly 75 million pounds of butter, 18 million pounds of cheese, nearly 16 million pounds of dry skim milk, and 47 million pounds of evaporated milk.

AAA

CITRUS PROGRAM for California and Arizona has swung into its third year of operation. The program, developed and continued at the request of a majority of the growers and

shippers of grapefruit and oranges, aims to prevent low prices to growers by regulating shipments so that quantities moving into commerce correspond with the market requirements.

INCOME to growers under the program increased one-fourth during the first year of operation over the value of the crop the year before. Of course the program must share part of the credit for this boost with the fact that consumers had more money to spend for citrus fruit in 1934 than in 1933. The biggest crop on record came along in the season of 1934-35, presenting a problem in the matter of getting the fruit to market without flooding it and thereby cutting down returns to growers. Under the program this bumper crop brought in about 63 million dollars to growers, almost a third more than the income of 1933-34.

FLORIDA CITRUS shippers have developed a marketing agreement which has received the tentative approval of the Secretary of Agriculture. Under its terms regulation of weekly total shipments of oranges, grapefruit, and tangerines would be possible by means of limiting the amount of lower-grade fruit going to market.

20,000 GROWERS in Florida depend on citrus sales for their incomes. During the last few years they have been selling more fruit and getting less money for their labor and investment. While they have raised their production from an average of a little more than 20 million boxes in the 5-year period 1925-26 through 1929-30, to an average of 30 million boxes in the 5 seasons ending 1934-35, they received for the much lower production in the first 5 years an average income of nearly 31 million dollars and for the last 5 years of production half again as high, an average income of about 22 million dollars, a drop of more than one-fourth. The proposed marketing agreement is designed to make the greatly needed improvements in this marketing situation.

AAA

ELECTRIFYING news from farm cooperators: 5,387 miles of cooperative electric wiring is the plan of 20,000 farmers in 62 counties organized under the Rural Electrification Division of the Ohio Farm Bureau Federation Cooperatives. . . Electricity will light 1,700 farm homes in Miami and Shelby Counties, Ohio, for the first time in May when the cooperative lines in those counties are due to be finished. . . 2,200 homes in Boone County, Indiana, will see the light of electricity when the first line, now under construction, is hooked up under the banner of the Indiana Farm Bureau Cooperative. . . 20 electric cooperatives in Minnesota and Wisconsin get engineering service and technical assistance from the Midland Cooperative Wholesale. . . Consumers' Cooperative Association of North Kansas City, Missouri, has embarked on a special department of rural electrification to help local cooperatives with electric projects. . . Stories like these will add to the tale of 85,000 newly electrified farms in 1935, will help take the remaining 85 percent of our farms out of the dark and semi-dark.

AAA

FRESH LETTUCE, peas, and cauliflower grown in western Washington will be covered by a new marketing agreement developed at the request of 90 percent of the industry in that area, now tentatively approved by the Secretary of Agriculture and at this writing in the hands of the industry for signature. If approved by the industry, this agreement will provide that when supplies of lettuce, peas, or cauliflower seem too heavy to sell at a price that will bring growers a reasonable return, lower grades and unpopular sizes will be kept off the market. If this does not suffice, then the total shipments are to be limited on a pro-rata basis. Each grower would limit his shipments in proportion to the limitation of the whole area, in accordance with an allotment assigned him by a Pro-ration Committee composed of six growers, six handlers, and a thirteenth member chosen by the two groups. When only the lower grades are to be kept off the market, the agreement provides that shipments be graded on the basis of U. S. Department of Agriculture grades.

AAA

WATERMELON consumers who last year learned to expect the average melon on the market to be good, may continue to be optimistic this year. The marketing agreement now in effect worked to prevent gluts on the melon market by keeping lower grade melons out of

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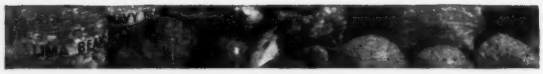


BAD weather was mainly responsible for a one percent increase in retail food costs which occurred during the 2 weeks from February 11 to February 25.

FOOD COSTS in general had been declining slowly from the latter part of December until February 11, partly because of the removal of processing taxes and partly because of seasonal price drops which usually start at that time of year. On the latter date, the cost of food was almost back to the February 1935 level. Severe winter weather, reducing production and halting transportation of eggs and butter, checked this drop. The index of all food costs on February 25 stood at 81.3 percent of their 1923-25 level, compared with 60.1 in February 1933 and 102.3 in February 1929.

EGG prices showed the largest increase in the 2 weeks under review. Ordinarily consumers can count on eggs getting cheaper right along from November or December to April. Prospects of a heavy winter egg production were bright in December and January. Retail prices dropped 10 percent in January because of heavy receipts. Then came bad weather in late January and most of February. Production fell off. Delivery to packing plants in the Middle West and Middle Atlantic cities was almost impossible because of snow-blocked roads. Storage supplies were low, as they usually are in January. Between February 11 and February 25, the average price of a dozen eggs jumped almost 4 cents, to 40.6 cents.

BUTTER prices usually start sliding off at the beginning of the year. In January of this year, because of low production, they stepped up a little, instead of falling off. When snow blocked the highways in February and kept many farmers from getting their milk and cream from farms to plants and slowed up distribution to markets, the price kept on going up. Use of cold storage and imported butter kept the price from reaching a much higher level. In the 2 weeks from February 11 to February 25 the average price increased almost 2 cents, to 43.6 cents.

CHANGES IN AVERAGE RETAIL PRICES IN THE UNITED STATES

Kind of food	Feb. 11, 1936	Feb. 25, 1936	Change in two weeks
Dairy products:	¢	¢	%
Milk, qt	11.8	11.8*	——
Cheese, lb	27.6	27.2	-0.9
Butter, lb	41.8	43.6	+4.3
Beef:			
Round steak, lb	33.4	33.6	+0.5
Rib roast, lb	29.9	29.8	-0.4
Chuck roast, lb	23.0	22.9	-0.7
Pork:			
Chops, lb	32.0	33.1	+3.4
Lard, lb	16.8	16.5	-1.9
Whole smoked ham, lb	31.5	31.2	-1.0
Lamb:			
Leg of lamb, lb	28.4	27.7	-2.2
Breast lamb, lb	13.2	13.3	+0.5
Square chuck, lb	22.2	22.0	-1.2
Poultry and eggs:			
Hens, lb	32.5	32.7	+0.6
Eggs, doz	36.8	40.6	+10.4
Bread:			
White, lb	8.4	8.3	-0.5
Rye, lb	9.1	9.1	——
Whole wheat, lb	9.4	9.4	——

*3.5-5.0 percent butterfat. (continued)

Your Food

MEAT costs as a group did not change in these weeks. Increases in fresh pork were counter-balanced by decreases in lamb. Beef cuts stayed fairly steady.

WATCH for spring lamb which will be on markets soon. Best months for this youngest of all lamb are from May to July, but supplies start appearing before May. Spring lamb coming from animals from 3 to 5 months old is to other lamb as broilers are to other chickens. The early lamb crop from California, Arizona, and Texas promises to be larger this year than last. Because of unfavorable weather, the early lamb

CHANGES IN AVERAGE RETAIL PRICES IN THE UNITED STATES

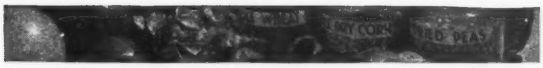
Kind of food	Feb. 11, 1936	Feb. 25, 1936	Change in two weeks
Cereal products:	¢	¢	%
Flour, 1b	4.8	4.8	-0.7
Macaroni, 1b	15.0	14.9	-0.6
Wheat cereal (28-oz. package)	24.1	24.1	+0.1
Vegetables—canned:			
Corn, #2 can	11.4	11.4	-0.5
Peas, #2 can	16.0	16.0	——
Tomatoes, #2 can	9.3	9.3	-0.2
Vegetables—fresh:			
Potatoes, 1b	2.3	2.4	+4.3
Onions, 1b	4.3	4.3	-1.1
Cabbage, 1b	4.0	4.2	+6.5
Vegetables—fresh:			
Lettuce, head	7.6	7.6	——
Spinach, 1b	8.2	7.8	-5.1
Carrots, bunch	6.1	5.9	-3.6
Fruit—canned:			
Peaches, #2½ can	18.2	18.0	-1.3
Pears, #2½ can	22.5	22.3	-0.9
Pineapple, #2½ can	22.4	22.4	+0.1
Fruit—fresh:			
Apples, 1b	5.3	5.4	+1.5
Bananas, 1b	6.2	6.2	-0.8
Oranges, doz	30.0	30.7	+2.7

Bill

Concluded on page 31

crop in the Pacific Northwest and Southeastern States is behind time in growth.

CHANGES between February 11 and February 25 in fruit and vegetable prices were mainly seasonal and in most cases slight. Prices of spinach and green beans decreased a little more than other price increases and cabbage increased slightly more. Prices of vegetables in general should continue to decline until late in the summer, since prospects are for ample supplies. Most fruits will edge up in price from now until the summer months when new supplies load the market.



BETTER perspective on the relation of processing taxes to the cost of foods is possible now for consumers who believed they were responsible for the level of food costs before the January 6 Supreme Court decision.

COST of the market basket containing 10 important foods in average amounts purchased in a month by families decreased from $22.96 in December 1935 to $22.44 in February of this year. The December cost included 83 cents of processing taxes on the pork, flour, and white bread included in the market basket. Processing taxes were officially stopped on January 6, 1936, but even before they ceased some processors, who were paying their taxes into Court, were apparently not passing on the full amount of the tax to their customers or deducting it from the price they paid to farmers. This fact explains in part why the reduction of 52 cents in the cost of the 10 foods does not match up with the reduction of 83 cents in taxes. Other facts are important, too, in explaining this discrepancy.

PROCESSING TAX on hogs before January 6 was $2.25 per 100 pounds of live hog. A comparison of December with February prices would seem to show that this sum, since January 6, has been split three ways. On the basis of reports of the Bureau of Agricultural Economics on retail prices of 5 principal pork products in New York City and Chicago, the division has been about like this: The larger part is going to consumers in the form of lower pork prices; a smaller portion is going to farmers in the form of higher prices for live hogs; a still smaller part is being retained by processors and/or distributors. It is not clear from the record how much of this third part of the $2.25, which used to be paid to the Government for benefits to hog farmers and is now retained by the trade, is being reserved by packers and how much by wholesalers and retailers of pork products.

BEFORE the tax was removed, most of the experts believed that the full amount of the tax would be added to the farm price of hogs.

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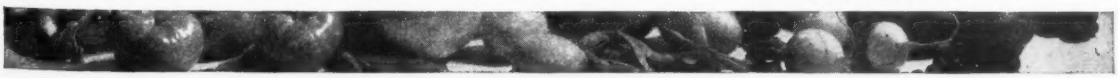


Dairy Products

RISE in butter prices continued from February 11 to February 25, and amounted to 1.8 cents per pound. Cheese prices fell off somewhat and milk prices remained the same.

CONSUMERS can expect the price of butter to fall off gradually until next summer. Recent trends in the wholesale butter market indicate that retail prices on February 25 probably were at about their peak for the season. The high point in wholesale market prices of butter was reached in the week of February 22. In the following 2 weeks butter prices fell off rather sharply. The drop from the week of February 22 to the week of March 7 amounted to almost 4 cents a pound.

SEVERE winter weather which greatly curtailed shipments was largely responsible for the rise in butter prices in the last week of January and the first half of February. As soon as the weather became more normal, prices began to decline and the seasonal decline in prices is expected to occur during the next several months.

BUTTER production is now larger than a year ago and will probably continue larger for several months. Storage stocks of butter, on the other hand, are rather low.

IN CONTRAST with the rise in butter prices in late January and the first half of February cheese prices declined throughout most of the period. Production of cheese was heavy and there was not a corresponding increase in consumption. This led to the accumulation of fairly large stocks of cheese which has tended to keep prices down. It is expected that the decline in cheese prices from now until next summer will be rather small.

BUTTERFAT PRICES at the farm increased from 33.5 cents a pound on January 15 to 34.9 cents on February 15. Whole milk prices were unchanged at $1.95 a hundred pounds. On February 15 a year ago butterfat prices at the farm were 35.9 cents a pound and milk prices $1.85 a hundred pounds.

Average Retail Prices, February 25, 1936 (cents)

Markets	Milk fresh del'd (qt.)	Butterfat content of milk	Cheese (lb.)	Butter (lb.)
United States	11.8	3.5-5.1	27.2	43.6
New England:				
Boston	12.6	3.7-4.0	25.8	43.6
Bridgeport	13.0	3.9	28.6	43.6
Fall River	13.0	3.8	26.4	41.9
Manchester	12.0	3.9-4.0	27.3	43.7
New Haven	13.0	3.7-4.0	26.3	44.3
Portland, Maine	12.0	4.0-4.3	27.8	43.6
Providence	13.0	3.7-3.8	26.0	42.2
Middle Atlantic:				
Binghamton	12.0	3.6-3.8	25.5	43.4
Buffalo	12.0	3.6-3.7	26.9	41.7
Newark	13.0	3.5	27.5	45.7
New York	13.0	3.7-4.0	29.2	45.7
Philadelphia	11.0	3.5-3.8	28.9	45.3
Pittsburgh	11.0	3.6-4.3	28.5	43.6
Rochester	12.0	3.8	27.7	41.7
Scranton	11.0	3.8	27.4	41.9
East North-Central:				
Chicago	11.0	3.5-3.8	28.9	43.2
Cincinnati	12.0	3.5-3.8	26.5	43.9
Cleveland	11.0	3.5	28.3	43.0
Columbus	10.0	4.0	26.1	41.0
Detroit	12.0	3.7-3.7	24.5	43.1
Indianapolis	11.0	3.8-3.9	26.3	42.5
Milwaukee	10.0	3.6-3.7	27.8	41.6
Peoria	11.0	3.8-4.0	26.5	42.9
Springfield, Ill.	11.1	4.0	25.8	42.2
West North-Central:				
Cedar Rapids	10.0	4.0	22.7	39.6
Kansas City	11.1	3.8-4.0	26.5	41.2
Minneapolis	10.0	3.5	26.4	41.5
Omaha	10.0	3.8	25.8	41.0
St. Louis	12.1	3.7-3.8	26.6	44.0
St. Paul	10.0	3.6-3.7	25.4	41.8
Sioux Falls	10.0	4.0-4.1	29.5	40.5
Wichita	10.0	———	23.4	39.1
South Atlantic:				
Atlanta	14.0	4.2-4.4	22.9	43.5
Baltimore	12.0	4.0-4.2	26.0	44.7
Charleston, S. C.	15.0	4.0-4.3	24.6	41.4
Jacksonville	15.0	4.0-5.0	24.0	42.8
Norfolk	14.0	3.8-3.9	23.4	43.0
Richmond	12.0	3.5	24.6	41.9
Savannah	14.0	4.0-4.5	24.2	42.0
Washington, D. C.	13.0	4.1	26.1	45.2
Winston-Salem	14.3	4.3	25.7	44.3
East South-Central:				
Birmingham	13.3	4.3-4.5	22.8	44.9
Jackson, Miss.	13.0	———	24.7	42.1
Knoxville	12.0	4.0-4.2	29.6	41.4
Louisville	12.0	4.0	24.0	41.8
Memphis	10.0	3.5-4.2	23.6	41.1
Mobile	14.0	4.0-5.2	25.1	41.4
West South-Central:				
Dallas	11.0	4.4	28.7	40.2
El Paso	11.0	———	25.4	41.4
Houston	12.0	4.3-4.6	22.3	42.0
Little Rock	12.0	3.8-4.5	23.9	40.5
New Orleans	12.0	4.0-4.5	24.6	41.0
Oklahoma City	11.0	4.0	27.1	44.2
Mountain:				
Albuquerque	12.0	4.0-4.1	26.6	41.5
Butte	10.0	3.5-3.7	26.2	39.9
Denver	10.5	3.7-3.8	28.0	42.2
Salt Lake City	11.0	3.8	24.4	42.5
Tucson	12.3	———	22.8	41.9
Pacific:				
Los Angeles	10.0	4.0	27.0	42.3
Portland, Oreg.	11.1	4.0	26.6	41.1
San Francisco	13.0	4.0-4.2	30.1	43.4
Seattle	10.0	4.0	25.2	43.4

Average Retail Prices, February 25, 1936 (cents)

Markets	White (1lb.)	Rye (1lb.)	Whole-wheat (1lb.)
United States	8.3	9.1	9.4
New England:			
Boston	8.3	9.2	8.8
Bridgeport	8.6	9.1	9.1
Fall River	7.8	8.4	9.0
Manchester	8.5	8.9	8.6
New Haven	8.6	9.0	9.1
Portland, Maine	8.3	9.5	9.3
Providence	8.2	8.7	9.4
Middle Atlantic:			
Binghamton	8.6	8.0	—
Buffalo	8.0	8.4	9.1
Newark	9.0	9.5	9.7
New York	8.5	9.2	9.6
Philadelphia	8.9	9.9	10.7
Pittsburgh	8.8	10.6	10.6
Rochester	8.0	7.6	8.7
Scranton	9.6	9.7	9.4
East North-Central:			
Chicago	7.1	8.1	9.0
Cincinnati	7.5	9.4	9.5
Cleveland	7.6	8.3	8.5
Columbus	8.2	9.1	9.3
Detroit	7.4	8.0	8.2
Indianapolis	7.3	7.8	9.2
Milwaukee	7.7	7.6	9.8
Peoria	7.9	9.1	9.3
Springfield, Ill	8.9	9.3	9.0
West North-Central:			
Cedar Rapids	8.6	9.3	8.8
Kansas City	8.8	9.4	9.4
Minneapolis	8.3	8.9	9.3
Omaha	8.6	9.3	8.9
St. Louis	8.8	9.2	9.6
St. Paul	8.4	9.0	9.3
Sioux Falls	7.7	7.8	7.8
Wichita	7.6	8.0	9.3
South Atlantic:			
Atlanta	9.0	9.4	8.9
Baltimore	9.0	9.7	9.6
Charleston, S. C	9.3	9.8	10.0
Jacksonville	9.7	10.1	10.0
Norfolk	8.8	9.4	9.2
Richmond	8.7	8.9	9.5
Savannah	9.6	9.8	10.5
Washington, D. C	8.5	9.2	9.3
Winston-Salem	10.9	11.7	11.1
East South-Central:			
Birmingham	9.7	10.0	10.0
Jackson, Miss	9.6	10.0	10.0
Knoxville	9.0	10.1	10.7
Louisville	7.4	8.0	8.5
Memphis	8.7	9.1	9.3
Mobile	9.3	10.0	10.0
West South-Central:			
Dallas	8.8	9.0	8.6
El Paso	8.0	10.0	9.7
Houston	7.4	8.4	8.6
Little Rock	9.7	9.9	9.8
New Orleans	8.2	8.7	9.7
Oklahoma City	8.3	9.5	9.6
Mountain:			
Albuquerque	10.0	11.0	10.0
Butte	9.7	9.7	9.8
Denver	7.9	9.7	8.3
Salt Lake City	7.0	9.4	6.8
Tucson	9.8	11.2	10.0
Pacific:			
Los Angeles	7.6	9.3	8.1
Portland, Oreg	9.1	10.0	9.2
San Francisco	9.3	9.0	8.9
Seattle	9.1	9.9	9.0

Bread

FURTHER DROP in bread prices was reported on February 25. The average price of white bread slipped down from 8.4 cents a pound to 8.3 cents a pound.

TOTAL DROP in the price of white bread since the end of 1935 amounts to 0.3 cent a pound. The wheat processing tax which was removed in early January amounted to about 0.5 cent per pound loaf of bread.

WHOLESALE PRICES of flour declined sharply after the wheat tax was removed and a further reduction in flour prices occurred during the week ending February 25. There have also been further decreases in the costs of some other bread ingredients, particularly in the prices of lard and other shortening. On the whole it appears that retail prices of bread should be somewhat further reduced during the next month or two to bring them in line with the present costs of bread ingredients.

MOST of the decreases in bread prices which were reported from February 11 to February 25 were very moderate. Although 15 of the 60 reporting cities showed decreases in the average price of white bread and only two showed increases, most of the changes amounted to only 0.1 cent or 0.2 cent a pound. The biggest changes reported were a drop of 0.7 cent a pound in prices at Jackson, Miss., and a decrease of 0.4 cent a pound at Oklahoma City.

Cereal Products

ONLY change in retail prices of cereal products from February 11 to February 25 was a drop of 0.1 cent a pound in the price of macaroni. Prices of flour and of wheat cereal remained unchanged.

FURTHER drop in the wholesale price of flour took place during the latter half of February and may result in some decrease in retail flour prices in the near future. The GUIDE indicated in previous issues that after the removal of the wheat processing tax, wholesale and retail prices of flour both dropped almost immediately and the decrease in the retail price was kept closely in line with that in wholesale prices.

PROBABLY no very marked changes can be anticipated in prices of cereal products in the immediate future. After about the first of April prices of these products will tend to increase, depending upon probable supplies of wheat and other grains during the coming year. Such reports as are now available indicate that crop conditions declined more than average in both the hard winter wheat areas of the Southwest and in the soft wheat areas east of the Mississippi. Nevertheless if weather conditions are about average during the growing season we should have a crop materially in excess of domestic requirements. Therefore, unless weather conditions should be unusually bad no rise in prices of wheat or wheat products is to be expected.

IMPORTS of wheat in the United States from July 1935 through January 1936 consisted of 15,700,000 bushels of milling wheat and 7,500,000 bushels of feed wheat. Most of the imports have been hard red spring wheat from Canada. Some durum wheat also has been imported. Imports this year were necessary primarily because supplies of good milling wheat were short, due to black rust. It is expected that further imports of wheat for feeding will decrease since feed supplies of wheat in the United States are ample.

Average Retail Prices, February 25, 1936 (cents)

Markets	Flour (lb.)	Macaroni (lb.)	Wheat cereal (28-oz. pkg.)
United States	4.8	14.9	24.1
New England:			
Boston	4.6	14.3	23.7
Bridgeport	5.6	16.6	25.3
Fall River	5.0	15.3	21.9
Manchester	5.1	17.1	25.9
New Haven	5.3	15.7	24.3
Portland, Maine	4.7	17.5	24.0
Providence	4.9	14.3	22.3
Middle Atlantic:			
Binghamton	4.9	14.7	25.0
Buffalo	4.9	16.5	24.4
Newark	5.0	15.2	23.5
New York	5.3	16.4	23.7
Philadelphia	4.8	15.3	24.9
Pittsburgh	4.4	15.8	23.5
Rochester	5.2	13.8	22.5
Scranton	4.9	15.5	24.3
East North-Central:			
Chicago	4.9	12.9	25.8
Cincinnati	4.5	15.0	22.7
Cleveland	4.8	14.8	23.4
Columbus	4.2	16.7	22.6
Detroit	4.7	14.1	23.6
Indianapolis	4.3	14.8	25.8
Milwaukee	4.6	13.8	24.8
Peoria	5.0	12.5	26.4
Springfield, Ill	5.4	12.0	26.9
West North-Central:			
Cedar Rapids	4.8	14.8	23.6
Kansas City	4.4	15.9	23.4
Minneapolis	4.8	13.9	22.3
Omaha	4.5	18.5	24.6
St. Louis	4.9	16.2	26.2
St. Paul	4.8	13.6	23.6
Sioux Falls	4.3	13.1	26.5
Wichita	4.1	13.5	24.5
South Atlantic:			
Atlanta	5.1	16.5	24.7
Baltimore	4.7	14.7	23.0
Charleston, S. C.	5.4	15.1	24.4
Jacksonville	5.5	14.5	25.9
Norfolk	4.9	15.4	25.1
Richmond	4.8	14.4	24.2
Savannah	5.2	15.3	25.1
Washington, D. C.	5.2	15.2	23.8
Winston-Salem	3.9	17.7	30.1
East South-Central:			
Birmingham	4.7	12.5	25.2
Jackson, Miss.	5.4	18.3	29.3
Knoxville	4.9	12.6	30.0
Louisville	4.3	12.5	25.5
Memphis	5.7	13.9	27.9
Mobile	4.8	16.8	25.5
West South-Central:			
Dallas	4.8	15.8	26.2
El Paso	5.6	17.7	28.8
Houston	4.6	12.2	22.9
Little Rock	4.5	15.8	31.3
New Orleans	5.9	9.7	24.3
Oklahoma City	5.8	14.8	28.7
Mountain:			
Albuquerque	4.5	15.9	23.8
Butte	4.4	16.3	25.6
Denver	3.8	16.2	23.6
Salt Lake City	3.7	17.3	25.6
Tucson	4.5	16.2	26.0
Pacific:			
Los Angeles	4.3	14.3	23.8
Portland, Oreg.	4.7	15.5	24.9
San Francisco	4.9	15.5	23.7
Seattle	4.7	17.4	25.9

Average Retail Prices, February 25, 1936 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States	33.6	29.8	22.9
New England:			
Boston	39.8	31.9	26.5
Bridgeport	38.8	33.3	26.2
Fall River	40.9	29.9	25.2
Manchester	40.4	28.6	23.2
New Haven	40.7	33.5	26.5
Portland, Maine	38.3	30.0	21.3
Providence	39.9	33.5	26.7
Middle Atlantic:			
Binghamton	29.6	27.9	22.5
Buffalo	29.0	27.6	22.1
Newark	38.9	31.0	21.3
New York	37.3	33.2	23.4
Philadelphia	36.1	33.9	24.3
Pittsburgh	31.6	29.3	22.0
Rochester	30.3	27.1	21.7
Scranton	34.3	30.3	25.2
East North-Central:			
Chicago	32.8	30.9	24.8
Cincinnati	35.3	30.5	23.2
Cleveland	28.7	29.0	22.4
Columbus	34.4	29.8	23.2
Detroit	33.1	27.9	24.2
Indianapolis	32.3	26.2	22.3
Milwaukee	31.2	27.4	23.3
Peoria	30.3	24.2	20.5
Springfield, Ill	31.3	23.3	20.5
West North-Central:			
Cedar Rapids	25.7	18.9	17.5
Kansas City	29.9	27.5	20.2
Minneapolis	30.1	27.4	22.6
Omaha	28.3	23.1	19.5
St. Louis	32.4	26.4	20.2
St. Paul	28.3	26.4	21.6
Sioux Falls	28.2	21.0	19.3
Wichita	30.3	21.1	17.0
South Atlantic:			
Atlanta	35.2	29.8	23.2
Baltimore	31.1	27.6	21.2
Charleston, S. C.	29.6	27.4	19.7
Jacksonville	31.6	27.3	21.4
Norfolk	31.5	28.5	21.0
Richmond	32.5	28.7	20.8
Savannah	28.2	25.4	17.3
Washington, D. C.	33.8	29.3	20.9
Winston-Salem	31.5	26.2	21.9
East South-Central:			
Birmingham	35.1	27.3	20.9
Jackson, Miss.	31.1	23.3	17.9
Knoxville	30.5	23.9	20.9
Louisville	31.5	25.1	20.6
Memphis	33.7	24.2	1.0
Mobile	29.9	21.5	16.1
West South-Central:			
Dallas	33.8	29.0	19.7
El Paso	29.2	23.1	17.3
Houston	31.7	26.3	18.0
Little Rock	31.4	26.9	19.3
New Orleans	30.8	29.4	20.5
Oklahoma City	32.3	20.7	16.7
Mountain:			
Albuquerque	33.1	24.4	21.5
Butte	25.5	21.7	18.3
Denver	30.0	24.4	19.9
Salt Lake City	28.4	23.9	20.0
Tucson	35.5	34.4	22.8
Pacific:			
Los Angeles	31.8	26.4	19.8
Portland, Oreg.	25.2	21.1	17.2
San Francisco	31.3	26.9	18.5
Seattle	29.0	25.5	19.2

Beef

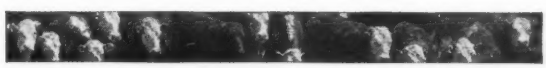
SLIGHT CHANGES only in beef prices were reported from February 11 to February 25. The price of round steak went up 0.2 cent a pound while the price of rib roast and chuck roast each dropped 0.1 cent a pound.

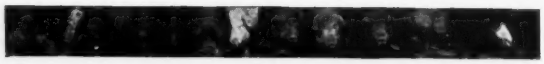
FURTHER DROP in prices of dressed beef occurred in the wholesale markets during the latter half of February and early March. The decrease from February 15 to March 7 amounted to about 1.5 cents a pound.

NO spectacular drop of beef prices however can be expected at this time. In early March the price of beef steers recovered somewhat from its January and February level, so that any drops in retail prices of beef cuts during the next few weeks are likely to be rather moderate.

INSPECTED slaughter of cattle in February of this year was 15 percent larger than in February 1935, 19 percent above the 5-year February average and the second largest average slaughter on record. Slaughter of calves was also heavy. On the other hand the number of good and choice steers was smaller than a year ago, the smallest for the month since 1924.

FARMERS received an average price of $6.19 for beef cattle on February 15, compared with $5.95 a hundred pounds a year earlier.





Pork Products

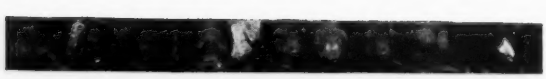
FRESH PORK continued to climb in price from February 11 to February 25, but prices of other hog products continued to drop. Pork chops went up 1.1 cents a pound, while prices of lard and of whole smoked ham each dropped 0.3 cent a pound.

WHOLESALE prices of pork loins increased rather sharply during the first half of February and at about the middle of February were quoted higher than in early January before the hog processing tax was removed. After February 15 a decline occurred continuing through the latter half of February and the first week of March. The drop in wholesale prices of pork loins in this period of 4 weeks amounted to about 3.5 cents a pound.

NO marked change in prices of ham and bacon are anticipated in the immediate future. Wholesale prices of these products did not change much in February and early March. Lard prices at wholesale continued to drop throughout the latter half of February and early March. The drop in the 4 weeks ending March 7 amounted to about three-fourths cent a pound.

PRICES of hogs dropped about 70 cents a hundred pounds from the middle to the end of February.

HIGH PRICE of hogs during the last few months together with the fairly low prices of corn should bring about a sharp increase in hog production and increase supplies of pork next fall. If the relation of these prices continues favorable during the spring and summer months a further substantial increase in hog supplies is likely to occur in the spring of 1937.



Average Retail Prices, February 25, 1936 (cents)

Markets	Chops (lb.)	Lard (lb.)	Whole smoked ham (lb.)
United States	33.1	16.5	31.2
New England:			
Boston	33.5	16.2	32.3
Bridgeport	35.4	16.4	30.9
Fall River	32.1	15.2	34.2
Manchester	33.0	15.7	33.5
New Haven	36.0	16.7	32.6
Portland, Maine	32.6	14.9	31.0
Providence	34.4	15.1	31.1
Middle Atlantic:			
Binghamton	32.6	14.3	29.3
Buffalo	35.0	15.0	30.2
Newark	34.2	16.0	31.0
New York	34.4	18.1	31.6
Philadelphia	33.7	16.1	31.3
Pittsburgh	33.0	16.2	31.0
Rochester	33.6	15.6	30.3
Scranton	31.3	17.2	29.5
East North-Central:			
Chicago	33.9	16.6	31.2
Cincinnati	35.1	16.9	29.7
Cleveland	32.3	18.6	31.7
Columbus	31.4	16.8	30.0
Detroit	38.7	15.8	32.7
Indianapolis	29.9	15.3	29.1
Milwaukee	32.4	15.6	30.6
Peoria	32.0	17.8	31.2
Springfield, Ill	31.5	16.3	31.2
West North-Central:			
Cedar Rapids	26.6	15.6	29.0
Kansas City	30.1	16.1	32.0
Minneapolis	32.1	15.6	30.4
Omaha	29.6	16.5	29.9
St. Louis	32.3	17.0	29.0
St. Paul	30.5	15.6	29.7
Sioux Falls	29.7	17.7	31.2
Wichita	28.8	15.4	29.6
South Atlantic:			
Atlanta	32.0	15.3	29.5
Baltimore	31.9	15.5	31.4
Charleston, S. C	29.5	20.4	31.2
Jacksonville	28.9	19.2	30.4
Norfolk	29.0	15.2	31.5
Richmond	31.7	15.1	31.7
Savannah	26.8	19.6	29.7
Washington, D. C	34.5	14.1	30.1
Winston-Salem	30.6	18.7	32.1
East South-Central:			
Birmingham	28.1	14.9	29.2
Jackson, Miss	29.2	18.1	32.0
Knoxville	29.8	19.2	31.8
Louisville	29.4	15.6	26.9
Memphis	30.3	15.5	28.9
Mobile	27.5	17.3	31.4
West South-Central:			
Dallas	30.7	20.5	31.2
El Paso	28.9	16.2	32.5
Houston	28.7	16.4	28.7
Little Rock	29.8	16.6	31.0
New Orleans	30.6	15.5	30.7
Oklahoma City	29.3	15.6	29.8
Mountain:			
Albuquerque	32.4	20.1	32.4
Butte	30.8	19.2	30.5
Denver	30.2	17.7	32.3
Salt Lake City	31.6	19.3	33.3
Tucson	33.5	19.5	32.5
Pacific:			
Los Angeles	36.6	16.0	31.4
Portland, Oreg	30.8	18.2	32.5
San Francisco	35.3	17.4	33.9
Seattle	34.0	18.3	34.3

Average Retail Prices, February 25, 1936 (cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Lamb square chuck (lb.)
United States	27.7	13.3	22.0
New England:			
Boston	26.0	14.8	18.4
Bridgeport	27.6	11.8	21.5
Fall River	27.2	9.5	20.5
Manchester	27.4	15.1	22.1
New Haven	27.5	12.6	22.3
Portland, Maine	27.4	15.4	21.0
Providence	27.0	11.1	20.8
Middle Atlantic:			
Binghamton	28.4	14.4	24.3
Buffalo	26.8	14.4	24.7
Newark	26.8	14.6	22.9
New York	27.3	13.3	20.3
Philadelphia	28.8	9.9	20.1
Pittsburgh	29.3	14.8	22.7
Rochester	26.9	14.3	23.0
Scranton	30.5	15.4	25.1
East North-Central:			
Chicago	29.9	13.2	25.4
Cincinnati	31.1	17.1	25.0
Cleveland	28.7	15.4	27.2
Columbus	31.3	17.2	27.0
Detroit	30.1	17.3	27.9
Indianapolis	31.4	15.0	24.2
Milwaukee	30.3	13.6	25.3
Peoria	29.8	14.6	23.9
Springfield, Ill	29.1	13.8	22.4
West North-Central:			
Cedar Rapids	27.9	12.7	22.2
Kansas City	27.0	17.1	22.8
Minneapolis	27.1	11.7	23.2
Omaha	25.7	10.2	19.7
St. Louis	27.9	17.7	23.7
St. Paul	26.5	11.7	22.9
Sioux Falls	31.0	11.2	22.3
Wichita	27.9	12.5	19.4
South Atlantic:			
Atlanta	26.7	15.7	20.1
Baltimore	28.0	15.3	23.1
Charleston, S. C.	29.1	15.0	21.3
Jacksonville	27.7	14.0	20.9
Norfolk	27.1	12.3	18.5
Richmond	29.4	15.6	24.2
Savannah	27.4	13.4	21.0
Washington, D. C.	28.0	12.4	20.9
Winston-Salem	32.9	15.0	23.7
East South-Central:			
Birmingham	28.5	15.1	20.0
Jackson, Miss.	27.4	14.6	16.2
Knoxville	29.2	15.0	23.0
Louisville	31.2	18.3	24.5
Memphis	27.6	17.4	20.9
Mobile	30.4	13.4	20.0
West South-Central:			
Dallas	28.4	12.9	18.6
El Paso	28.2	13.7	20.9
Houston	29.2	14.5	18.3
Little Rock	27.3	13.9	19.9
New Orleans	29.0	16.3	19.1
Oklahoma City	29.5	15.0	23.3
Mountain:			
Albuquerque	29.8	15.4	25.2
Butte	27.9	13.3	22.7
Denver	24.9	13.5	20.9
Salt Lake City	28.9	12.5	22.6
Tucson	31.2	16.4	26.8
Pacific:			
Los Angeles	27.1	11.8	21.8
Portland, Oreg.	26.3	13.1	20.7
San Francisco	29.9	12.5	20.4
Seattle	27.8	14.1	22.9

Lamb

PRICES of leg of lamb dropped 0.7 cent a pound from February 11 to February 25, square chuck 0.2 cent a pound, while breast of lamb went up 0.1 cent a pound.

IN WHOLESALE markets the price of slaughter lambs went up in early February but declined rather steadily during the rest of the month. Supplies of lambs in February continued fairly large. Receipts at seven leading markets were 2 percent larger than in February 1935 and inspected slaughter was 15 percent greater. Inspected slaughter is a much better indication of meat supplies than receipts of meat animals.

INDICATIONS are that there will be a fairly good movement of new crop lambs from California and Arizona this year. Feed conditions in these States have been quite favorable and the early lamb crop in each is considerably larger than it was last year. The early lamb crop in Texas is also larger than last year. The generally good feed situation in the principal sheep area of this State would promise a much heavier marketing of early lambs and of grass fed yearlings during April, May, and June than during the same period in the preceding 2 years. On the other hand the early lamb crop in the Pacific Northwest and in the Southeastern States was reduced by the very unfavorable weather in January and February. Early lambs in those States have made rather poor growth to date.

ON February 15 farmers reported receiving an average price of $8.31 a hundred pounds for lambs. A year earlier on February 15, 1935, the average price was $6.65. A farmer who sold a carload of lambs on February 15 this year could buy with the proceeds 12 percent more goods than he could buy with the proceeds received for a carload of lambs sold in the period from 1910-14.

Poultry and Eggs

BOTH poultry and eggs went up in price from February 11 to February 25. Hens increased 0.2 cent a pound and egg prices 3.8 cents a dozen.

THIS is an unusual change to occur in the price of eggs at this time of the year. Until the middle of February the seasonal drop in egg prices had been fairly regular and normal. The sharp rise reported in this issue was due almost entirely to the abnormally severe winter weather which reduced the production of eggs on the farms and also made shipping conditions very difficult. These two factors combined led to a temporary curtailment of egg supplies in the cities and egg prices immediately responded by going up sharply.

IN NEW YORK CITY the wholesale price of "extras" rose more than 10 cents a dozen during the period from January 18 to February 22. Average price for the week ending February 22 was actually higher than the average during the peak week of November 9, 1935.

WHEN WEATHER became more moderate, egg supplies began to increase and prices in New York City dropped approximately 9 cents a dozen during the 2 weeks from February 22 to March 7.

RETAIL PRICES of eggs also dropped sharply after the February 25 figures were collected, as indicated by weekly retail quotations for the New York market. A further seasonal decline can be expected for a number of weeks.

MARKET RECEIPTS of eggs in February were the lowest for the month in recent years. It is expected, however, that receipts will pick up rapidly during the next few weeks and are likely to exceed those of 1935 in the spring and early summer.

Average Retail Prices, February 25, 1936 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States	32.7	40.6
New England:		
Boston	32.6	48.3
Bridgeport	33.8	46.3
Fall River	30.2	47.1
Manchester	34.3	46.3
New Haven	33.8	44.9
Portland, Maine	33.1	45.7
Providence	31.1	48.4
Middle Atlantic:		
Binghamton	30.0	40.8
Buffalo	32.7	40.5
Newark	32.3	47.2
New York	33.2	47.0
Philadelphia	33.3	44.7
Pittsburgh	31.6	39.6
Rochester	31.6	40.3
Scranton	34.5	41.5
East North-Central:		
Chicago	34.3	38.4
Cincinnati	36.0	35.7
Cleveland	36.2	41.4
Columbus	31.2	35.0
Detroit	35.7	40.2
Indianapolis	31.5	36.5
Milwaukee	31.9	36.1
Peoria	31.8	38.5
Springfield, Ill	29.9	36.7
West North-Central:		
Cedar Rapids	26.6	26.3
Kansas City	29.5	34.1
Minneapolis	32.7	33.5
Omaha	28.5	31.7
St. Louis	32.0	35.9
St. Paul	31.2	34.0
Sioux Falls	28.9	27.2
Wichita	28.2	26.5
South Atlantic:		
Atlanta	27.1	39.0
Baltimore	33.6	41.0
Charleston, S. C	28.3	33.9
Jacksonville	30.4	37.0
Norfolk	30.4	42.3
Richmond	31.8	40.3
Savannah	25.1	34.8
Washington, D. C	36.1	44.1
Winston-Salem	28.2	38.8
East South-Central:		
Birmingham	24.4	34.4
Jackson, Miss	24.4	30.6
Knoxville	26.3	36.9
Louisville	29.4	33.7
Memphis	25.8	30.1
Mobile	24.1	28.0
West South-Central:		
Dallas	27.9	30.4
El Paso	30.0	34.8
Houston	31.7	30.2
Little Rock	25.6	34.3
New Orleans	30.5	31.4
Oklahoma City	23.7	35.0
Mountain:		
Albuquerque	23.8	36.4
Butte	27.7	36.6
Denver	29.8	36.1
Salt Lake City	31.4	35.9
Tucson	33.6	34.6
Pacific:		
Los Angeles	36.8	26.1
Portland, Oreg	27.7	28.7
San Francisco	35.5	27.2
Seattle	30.1	32.5

Average Retail Prices, February 25, 1936 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States	2.4	4.3	4.2
New England:			
Boston	2.4	4.2	4.8
Bridgeport	2.2	4.8	4.4
Fall River	2.2	4.3	4.5
Manchester	2.2	4.9	4.1
New Haven	2.3	4.7	4.3
Portland, Maine	2.1	4.7	3.4
Providence	2.2	4.0	3.9
Middle Atlantic:			
Binghamton	1.8	3.6	3.1
Buffalo	1.9	4.2	3.5
Newark	2.6	4.4	4.3
New York	2.6	4.9	5.2
Philadelphia	2.3	4.1	4.1
Pittsburgh	2.3	4.1	3.8
Rochester	1.7	3.8	3.3
Scranton	2.2	4.1	4.4
East North-Central:			
Chicago	2.5	4.1	4.4
Cincinnati	2.4	5.2	3.8
Cleveland	2.4	4.2	4.2
Columbus	1.8	4.2	4.2
Detroit	2.0	3.6	3.6
Indianapolis	2.3	4.2	3.1
Milwaukee	2.1	3.9	4.1
Peoria	2.3	4.9	4.7
Springfield, Ill	2.1	4.5	4.6
West North-Central:			
Cedar Rapids	2.2	4.4	4.8
Kansas City	2.1	5.5	3.5
Minneapolis	2.3	4.3	4.8
Omaha	2.1	4.8	4.6
St. Louis	2.6	4.3	4.0
St. Paul	2.0	4.4	4.6
Sioux Falls	2.1	4.7	4.4
Wichita	1.9	4.6	3.8
South Atlantic:			
Atlanta	2.6	4.5	3.2
Baltimore	2.4	4.5	5.1
Charleston, S. C	2.6	5.1	3.6
Jacksonville	2.2	4.3	2.8
Norfolk	2.7	4.8	4.8
Richmond	2.7	4.7	4.3
Savannah	2.3	4.4	3.4
Washington, D. C	2.5	4.7	4.9
Winston-Salem	2.8	5.6	4.0
East South-Central:			
Birmingham	2.6	5.0	3.2
Jackson, Miss	2.9	4.7	3.3
Knoxville	2.5	5.2	3.7
Louisville	2.6	4.1	3.8
Memphis	2.3	4.1	2.5
Mobile	2.3	4.1	3.4
West South-Central:			
Dallas	3.3	5.5	3.5
El Paso	2.5	4.2	3.3
Houston	3.1	4.2	2.1
Little Rock	2.3	4.1	3.0
New Orleans	2.6	4.3	3.5
Oklahoma City	2.6	5.1	3.2
Mountain:			
Albuquerque	1.8	5.0	3.8
Butte	2.0	4.3	6.3
Denver	2.0	3.9	4.0
Salt Lake City	1.8	3.3	4.3
Tucson	2.5	4.6	3.0
Pacific:			
Los Angeles	2.7	4.0	2.7
Portland, Oreg	2.5	3.1	5.2
San Francisco	2.6	3.9	6.6
Seattle	2.7	3.5	5.5

Vegetables (fresh)

DURING the 2 weeks ended February 25 there was an increase of 0.1 cent a pound in potato prices and 0.2 cent a pound in cabbage prices. Onion prices remained unchanged.

INCREASES in both potatoes and cabbage were of a seasonal nature. In fact it is not at all sure that they represent real increases in prices. At this time of the year new potatoes and new cabbage are on the market. The retail prices of each as quoted here average in old and new types. Such averages are not strictly comparable with the prices reported in previous weeks which apply to old types only.

A TEMPORARY bulge in wholesale potato prices occurred during the cold spell in February, but since the weather has moderated prices have come down again. By the end of February average prices were just about equal to the January average. No marked change in prices of old potatoes is anticipated during the remainder of the marketing year. Some advance is possible during the end of the season since the holdings of old stock in the Northern States is relatively light and also because the delay in planting of North and South Carolina potatoes may result in decreased yields.

CONDITION of the early potato crop in Florida declined considerably during February but the March 1 reported condition is about the same as last year. Conditions in the lower valley of Texas are far more favorable than they were a year ago.

TOTAL production of cabbage in the four early producing States is now forecast at about 296,000 tons compared with 126,000 tons last year and a 5-year average of 209,000 tons. This indicates a very plentiful supply of early cabbage and cabbage prices should be low during the next few months.

Vegetables (fresh)

NO CHANGE in lettuce prices was reported from February 11 to February 25 but prices of spinach dropped 0.4 cent a pound and carrot prices fell off 0.2 cent a bunch.

SHIPMENT of lettuce from the Imperial Valley of California has about been completed. Wet weather in February retarded the growth of spring lettuce in California but the weather in early March was fairly favorable. Indications are for an increased acreage of spring lettuce.

PRESENT indications are that the crop of spinach in the early producing States will be about 60 percent larger than last year's crop. This is in spite of the fact that the prospect for the crop in Texas was reduced by weather conditions and disease in January and early February. About 95 percent of the early spinach acreage is in Texas. The other early States are California, Louisiana, and South Carolina.

WEATHER in the Southeastern States during the last week of February and the first week of March was warm and fair. Before that time conditions were unfavorable for the planting of spring crops, and as a result there has been some delay in planting throughout most of the southeast. This will tend to make shipments from that section somewhat later than normal. However, for the season as a whole it is expected that the supplies of early and second early fresh vegetables will be ample.

FEBRUARY was rainy in California and the planting was delayed because of the wet fields. Heavy rainfall also caused some damage to spinach, peas, onions, and lettuce in some parts of California. Harvesting of asparagus in California was delayed on account of the rains, but some California asparagus is now coming to the market and can be found in most of the larger eastern cities.

Average Retail Prices, February 25, 1936 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States	7.6	7.8	5.9
New England:			
Boston	8.3	7.4	6.0
Bridgeport	9.0	8.0	7.2
Fall River	8.2	7.8	6.1
Manchester	9.7	7.7	7.2
New Haven	8.6	8.3	6.6
Portland, Maine	9.7	7.1	6.6
Providence	8.7	7.0	6.9
Middle Atlantic:			
Binghamton	7.4	7.2	7.6
Buffalo	8.1	7.2	6.7
Newark	9.5	9.2	7.0
New York	10.0	8.7	7.0
Philadelphia	8.4	9.2	7.1
Pittsburgh	8.7	7.5	5.2
Rochester	8.8	7.9	6.2
Scranton	8.7	8.8	5.5
East North-Central:			
Chicago	7.7	9.2	6.1
Cincinnati	7.5	7.5	5.4
Cleveland	7.4	8.0	6.5
Columbus	9.8	9.3	5.2
Detroit	7.3	7.9	5.8
Indianapolis	8.6	7.5	5.8
Milwaukee	7.2	8.7	5.7
Peoria	6.8	8.2	6.5
Springfield, Ill	7.2	9.2	7.0
West North-Central:			
Cedar Rapids	7.0	10.3	5.9
Kansas City	7.1	8.2	5.8
Minneapolis	8.7	9.3	6.3
Omaha	7.5	8.2	5.9
St. Louis	8.4	6.5	5.6
St. Paul	9.1	9.3	6.5
Sioux Falls	7.6	9.0	6.9
Wichita	7.3	9.2	5.3
South Atlantic:			
Atlanta	7.6	8.0	6.4
Baltimore	9.3	10.1	7.4
Charleston, S. C.	9.7	10.2	7.5
Jacksonville	8.0	9.3	6.5
Norfolk	9.2	9.3	7.1
Richmond	8.2	9.2	7.7
Savannah	8.5	8.6	8.4
Washington, D. C.	8.4	8.8	7.1
Winston-Salem	11.1	12.9	9.4
East South-Central:			
Birmingham	9.1	7.6	6.7
Jackson, Miss.	5.0	9.1	5.2
Knoxville	6.2	12.1	7.7
Louisville	7.3	8.0	6.0
Memphis	5.5	5.3	5.1
Mobile	8.0	7.9	5.2
West South-Central:			
Dallas	6.2	8.5	5.0
El Paso	5.1	5.0	3.2
Houston	5.2	7.3	4.9
Little Rock	5.6	7.9	5.5
New Orleans	8.5	7.5	4.0
Oklahoma City	6.8	8.3	5.2
Mountain:			
Albuquerque	6.2	6.6	4.7
Butte	10.0	11.0	6.7
Denver	7.8	6.4	5.6
Salt Lake City	8.4	7.6	4.5
Tucson	4.6	4.5	2.8
Pacific:			
Los Angeles	4.8	2.9	3.0
Portland, Oreg.	6.3	10.5	5.4
San Francisco	4.6	5.1	2.5
Seattle	6.9	9.7	5.0

Average Retail Prices, February 25, 1936 (cents)

Markets	Apples (lb.)	Bananas (doz. lb.*)	Oranges (doz.)
United States	5.4	*6.2	30.7
New England:			
Boston	5.5	*5.7	32.3
Bridgeport	5.1	*6.1	33.8
Fall River	5.5	*6.7	35.9
Manchester	4.6	*6.2	33.5
New Haven	4.9	22.1	33.2
Portland, Maine	4.7	*7.3	33.5
Providence	5.4	*6.0	35.2
Middle Atlantic:			
Binghamton	4.7	18.9	37.3
Buffalo	4.3	23.8	30.6
Newark	6.0	21.0	35.0
New York	6.3	21.7	36.4
Philadelphia	4.7	19.6	33.7
Pittsburgh	4.5	25.2	33.9
Rochester	4.4	21.7	32.7
Scranton	4.3	19.6	33.7
East North-Central:			
Chicago	6.1	*6.8	34.0
Cincinnati	5.5	*5.9	30.8
Cleveland	5.4	*6.1	33.1
Columbus	4.7	*6.1	35.2
Detroit	5.3	*5.6	35.1
Indianapolis	4.9	*6.7	31.7
Milwaukee	6.0	*6.1	29.7
Peoria	6.2	*6.4	34.0
Springfield, Ill	4.8	*6.4	37.2
West North-Central:			
Cedar Rapids	4.8	*7.4	31.9
Kansas City	5.4	*6.9	34.5
Minneapolis	6.6	*7.4	32.9
Omaha	6.1	*8.1	30.6
St. Louis	5.8	*6.1	31.6
St. Paul	6.5	*7.9	33.5
Sioux Falls	5.0	*7.9	31.0
Wichita	6.3	*7.8	33.6
South Atlantic:			
Atlanta	5.7	20.0	24.5
Baltimore	5.4	20.0	30.8
Charleston, S. C	6.6	20.0	24.2
Jacksonville	5.2	16.1	22.6
Norfolk	5.3	23.8	31.0
Richmond	5.5	23.8	29.9
Savannah	4.8	20.0	22.7
Washington, D. C	5.2	21.4	33.6
Winston-Salem	5.0	*6.1	27.0
East South-Central:			
Birmingham	4.6	*5.8	23.7
Jackson, Miss	7.2	*5.0	29.7
Knoxville	4.5	*5.6	26.0
Louisville	5.7	*6.0	28.7
Memphis	4.7	*5.0	26.7
Mobile	5.5	16.5	27.8
West South-Central:			
Dallas	6.3	*5.8	35.3
El Paso	5.9	*5.7	24.4
Houston	—	16.5	30.0
Little Rock	5.4	*5.4	27.7
New Orleans	—	*4.2	29.0
Oklahoma City	4.9	*7.0	36.0
Mountain:			
Albuquerque	6.6	*7.4	29.1
Butte	5.9	*9.4	31.0
Denver	5.5	*7.9	29.6
Salt Lake City	5.3	*8.1	24.1
Tucson	6.0	*5.4	15.0
Pacific:			
Los Angeles	6.5	*6.7	13.9
Portland, Oreg	4.2	*7.3	31.3
San Francisco	4.6	22.8	24.8
Seattle	4.1	*6.9	26.2

Fruit

PRICES of apples and oranges both increased slightly during the 2 weeks ending February 25. Apples stepped up 0.1 cent a pound and oranges up 1.7 cents a dozen. These price increases are a normal seasonal appearance for this time of the year and it is not unlikely that the price of these fruits may go slightly higher during the spring months.

STORAGE STOCKS of apples on March 1 amounted to about 18 million bushels compared with an average of about 14 million bushels on March 1 during the past 5 years. Supplies are heaviest in the eastern part of the country and for that reason a larger proportion of the supply than usual is represented by basket and barrel apples and a smaller proportion by box apples.

CARLOT shipments of apples this year have not been very different from a year ago but the shipments by truck have doubtless been much heavier this year than last. This is on account of the fact that there is a bigger crop this year near the centers of population where the crop usually moves by motor truck.

SHIPMENTS of oranges from Florida were reduced somewhat by the cold weather in February but started to catch up in early March and during the first week in this month were running substantially ahead of the previous year. Supplies of oranges now on the market are mainly Florida valencias and California navels. The navels will be gone before many more weeks. The California valencia crop, which will come on the market next summer, will probably be much lighter than last year. The crop of grapefruit and lemons this year is also much smaller than last year.

Average Retail Prices, February 25, 1936

Markets	Corn #2 can	Peas #2 can	Tomatoes #2 can (#2½*)	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can
United States	11.4	16.0	9.3	18.0	22.3	22.4
New England:						
Boston	12.9	16.4	11.4	18.1	22.8	22.0
Bridgeport	13.2	19.1	11.3	19.6	24.9	22.5
Fall River	10.5	17.6	9.4	17.7	21.7	22.4
Manchester	12.3	16.9	9.9	20.1	23.2	23.8
New Haven	13.4	16.9	11.2	19.6	24.2	23.2
Portland, Maine	12.3	16.1	10.3	20.1	24.6	23.6
Providence	10.7	17.9	9.2	17.6	20.1	22.1
Middle Atlantic:						
Binghamton	11.8	17.3	7.9	15.9	20.9	20.8
Buffalo	11.5	15.8	9.7	19.1	22.9	22.7
Newark	11.4	15.4	9.0	16.6	20.5	20.9
New York	11.8	15.6	9.3	16.9	20.6	20.9
Philadelphia	10.8	14.4	9.1	16.6	19.7	20.8
Pittsburgh	10.8	15.8	9.7	17.8	22.4	22.5
Rochester	12.4	16.6	10.3	19.9	23.7	22.6
Scranton	12.2	15.1	9.2	18.5	21.0	22.6
East North-Central:						
Chicago	11.0	15.2	10.1	20.7	24.2	24.6
Cincinnati	12.2	15.8	10.9	17.9	23.9	23.3
Cleveland	11.8	17.2	9.6	20.8	23.4	24.0
Columbus	11.4	17.1	10.0	20.2	25.8	24.8
Detroit	10.5	18.0	8.7	17.8	22.8	23.3
Indianapolis	10.3	15.7	8.9	18.4	25.7	23.0
Milwaukee	11.8	16.5	11.2	19.7	23.2	23.9
Peoria	12.9	16.7	10.7	22.1	24.9	24.5
Springfield, Ill	12.1	17.9	10.4	21.4	26.4	24.8
West North-Central:						
Cedar Rapids	10.5	17.0	10.6	22.4	23.9	24.0
Kansas City	9.6	14.3	8.5	18.1	23.1	22.4
Minneapolis	10.7	15.7	10.4	20.4	23.6	24.7
Omaha	11.1	15.7	10.2	19.4	22.9	23.4
St. Louis	11.0	17.1	9.1	18.2	23.9	23.1
St. Paul	11.6	15.1	10.1	20.3	22.2	23.7
Sioux Falls	12.1	17.7	11.5	22.6	24.8	25.3
Wichita	10.0	17.8	8.8	17.9	21.4	21.6
South Atlantic:						
Atlanta	11.2	16.8	8.6	18.8	23.3	24.3
Baltimore	12.7	15.5	8.7	16.5	21.0	20.1
Charleston, S. C	10.2	16.9	8.5	17.5	21.3	22.2
Jacksonville	11.4	16.0	8.0	18.4	22.9	22.8
Norfolk	10.9	14.4	7.9	20.5	24.0	24.0
Richmond	11.6	17.5	6.9	18.6	23.4	23.4
Savannah	11.2	17.9	8.3	18.5	23.7	22.7
Washington, D. C	10.7	15.3	7.7	16.0	22.2	21.2
Winston-Salem	11.8	21.3	8.8	22.3	25.4	26.4
East South-Central:						
Birmingham	10.5	15.3	8.0	18.0	20.3	23.1
Jackson, Miss	14.1	15.9	9.9	22.4	23.8	24.7
Knoxville	12.4	16.7	8.6	20.1	23.2	23.1
Louisville	10.7	15.5	9.4	19.0	24.8	22.4
Memphis	10.7	16.3	8.7	17.7	22.0	21.6
Mobile	11.6	17.7	8.0	15.8	20.3	19.1
West South-Central:						
Dallas	12.3	19.6	9.1	19.4	26.0	24.8
El Paso	13.2	19.9	9.2	18.9	23.6	23.0
Houston	10.6	16.2	7.2	15.7	20.3	20.6
Little Rock	11.1	16.0	8.6	20.2	23.9	25.0
New Orleans	11.6	18.8	8.9	17.9	23.9	22.4
Oklahoma City	9.7	21.6	9.5	20.0	24.6	24.0
Mountain:						
Albuquerque	11.7	17.3	10.2	19.9	24.4	24.2
Butte	12.2	15.3	10.4	19.5	22.3	24.5
Denver	10.9	16.3	9.8	18.6	22.4	23.3
Salt Lake City	10.8	16.8	7.8	19.2	24.3	23.9
Tucson	10.7	15.8	7.8	16.3	19.6	19.7
Pacific:						
Los Angeles	12.0	15.4	*11.5	14.7	19.0	18.9
Portland, Oreg	12.2	17.6	*12.0	18.0	20.6	21.6
San Francisco	12.5	15.4	*12.5	14.6	19.2	19.6
Seattle	13.6	17.5	*13.0	18.8	20.7	21.5

CONSERVATION

[Concluded from page 10]

INCREASING purchasing power, then, gives everyone a better break. What farmers will look for from the new farm program will be an increased purchasing power in relation to the purchasing power of nonfarm people. That brings into account city workers' cost of living. If a farmer's purchasing power is to be matched against the city worker's, then the city worker's costs must be weighed in just as well as farmer's costs.

CONSUMER-FARMER BRIEFS FROM WASHINGTON

[Concluded from page 17]

shipments. Only in emergency situations were shipping 'holidays', lasting up to 48 hours, used to keep supplies from glutting the markets and causing price collapse and waste. Present prospects are for a new agreement based on the same principle. This agreement, with certain revisions based on practice, received tentative approval signature by Secretary Wallace and has now gone back to the producers in Florida, Georgia, North Carolina, and South Carolina, where it applies and where the vote of two-thirds of the producers in the area is necessary for final approval and the administrative order putting it into operation.

AAA

COTTON in the roads you ride on is the newest market prospect for cotton growers of the South. Under the appropriation allowing 30 percent of the customs receipts to be used in various ways to help agriculture, the Secretary of Agriculture has allocated over a million dollars to tests of cotton fabric to determine its usefulness as a reenforcement membrane in bituminous surface-treated highways and for cotton mats for use in curing concrete highways.

EXPERIMENTS in Texas and South Carolina have shown the way, but testing on a large scale is the only sure proof of practicability. This appropriation will make it possible to have at least three projects in each State. About 30,000 cotton mats will be available to State highway departments for demonstrations. Up to 1,000 miles of highway may be built under the terms of the fund's allocation. To make a sure test, it will be required that each of the three fabrics now considered most suitable for the purposes shall be used in each highway, and that one section be made without the fabric in order to show the difference in duration and cost of maintenance.

AAA

GRADING is paying the potato grower, according to a report by the Pennsylvania Bureau of Markets. Farmers noticed that graded potatoes, shipped in from other States, often got the best returns on the market, so they set up their own cooperative grading and marketing organizations in some of the big potato counties, and the movement seems to be spreading. To cover the cost of the service, growers pool their crops. Grading demonstrations held by extension specialists of Pennsylvania State College help growers to bring their potatoes up to grade requirements. Inspectors of the Bureau of Markets at various shipping points say that growers have been able to raise their take by 10 to 30 cents on a hundredweight when they use the graded method of selling.

YOUR FOOD BILL

[Concluded from page 19]

This has not happened for two reasons: One, packers had cut their margin to an unusually low level before the removal of the tax in possible anticipation of receiving back the money deposited with the Courts. Second reason is that the removal of the hog tax came at a time when live hog prices usually decline seasonally; instead of doing so in January and February this year, these prices advanced. The fact that they did not advance more was partially due to larger marketings of hogs in January.

PROCESSING TAX on wheat was 30 cents a bushel. When this tax was in effect it was passed on to consumers in higher flour and bread prices. The amount added to the price of a pound of flour was about 0.7 cent, and of white bread about 0.5 cent. From December to the end of February, the retail price of flour dropped 0.6 cent, bread 0.3 cent. The full amount of the tax money may not be coming back to consumers in lower bread prices because some bakers are probably still using flour purchased while the tax was still in effect.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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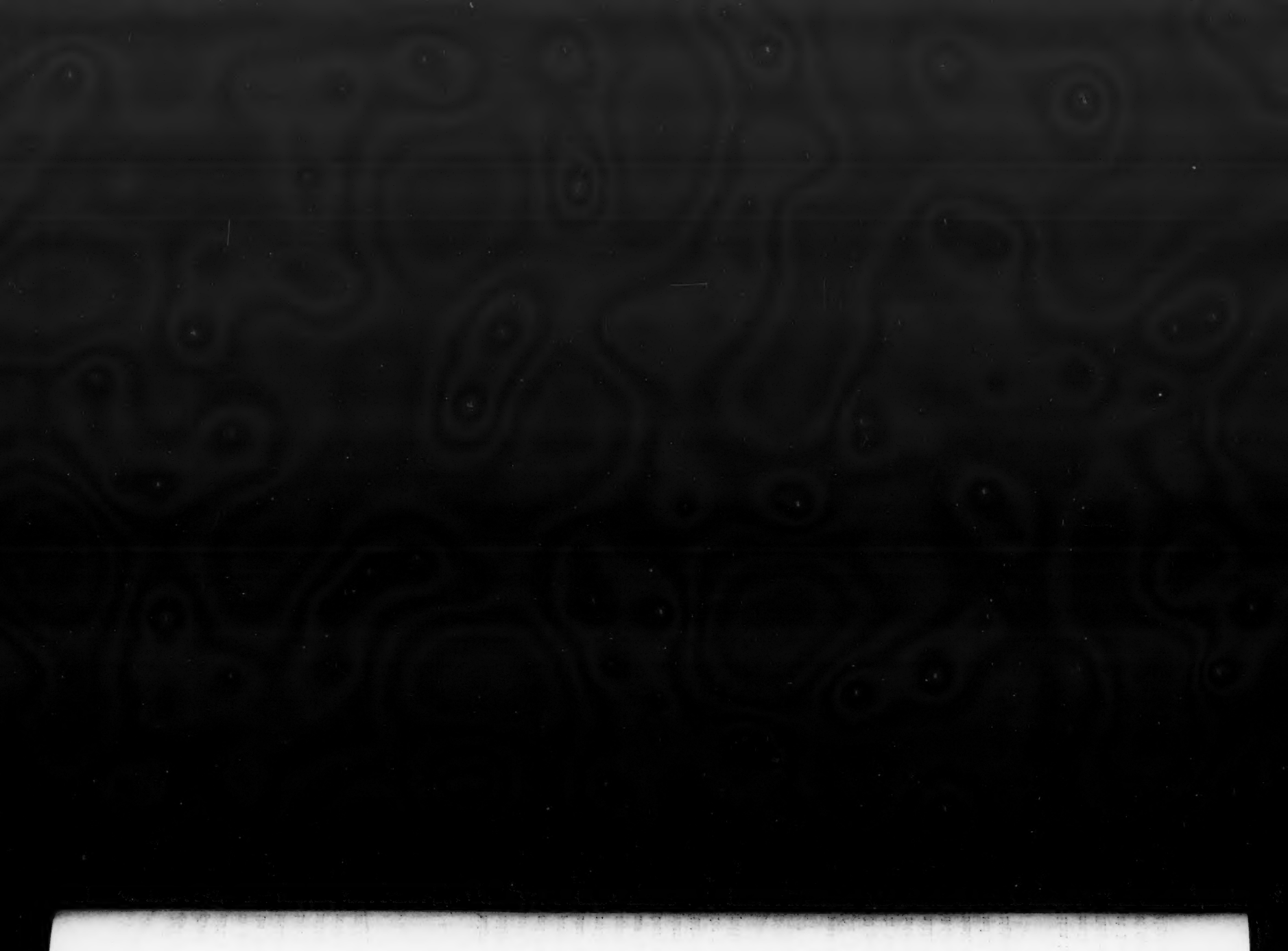
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